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Travel by Ontario Residents to International Destinations - 1994

Historical Review 1979 - 1994

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INTRODUCTION

The information contained in the report was extracted by Statistics Canada on behalf of the Ontario Ministry of Economic Development, trade and Tourism from the International Travel Survey (ITS).

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of Canadian residents re-entering Canada. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada.

The provincial statistics presented in this report are based on a near census of Ontario resident visitors to the U.S. and overseas as far as the number of travellers and the mode of transport are concerned. The remaining trip characteristics were obtained from 14,644 questionnaires completed by Ontario residents returning from the U.S. and overseas countries (out of 34,139 questionnaires completed by Canadian residents in 1994). The overall response rate for Ontario was 8%, and across Canada it was 9%.

The report consists of two parts:

1. Analysis of 1994 outbound travel patterns of Ontarians, i.e., number of trips, trip expenditures, destination, main trip purpose, activities, seasonality, mode of transportation, length of stay and party size.

2. Historical review of Ontario travellers and their trip expenditures, as well as the tourism balance of payments for the period, 1979 - 1994.

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EXECUTIVE SUMMARY

- In 1994, Ontario residents took 27.0 million trips abroad, of which 18.2 million were same day trips to the U.S., 7.1 million were overnight trips to the U.S. and 1.7 million were overnight trips to overseas destinations.
- In 1994, Ontarians spent a total of $9.1 billion on trips abroad, of which $0.7 billion were spent on same day trips to the U.S., $4.6 million on overnight trips to the U.S., and $3.9 billion on trips to overseas destinations.
- Ontarians' trips to the U.S. in 1994 accounted for 94% of the total outbound travel, but only for 58% of total travel expenditures.
- The average expenditures of Ontario travellers to the U.S. was $207.9 per trip ($38.8 per same day and $637.6 per overnight trip), and to overseas countries $2,292.0.
- Ontario's tourism deficit reached $3.3 billion in 1994, with the U.S. accounting for 62% of it.
- In 1994, Ontarians visited an average of 1.4 states on each trip destined to the U.S. and 1.7 countries on trips to overseas destinations.
- Pleasure was the main purpose for most trips to the U.S. (59.8% of same day trips and 54.2% of overnight trips), as well as for travellers to overseas countries (56.7%).
- The most popular activities Ontario travellers participated in during overnight trips to the U.S. were: shopping (71.4%), sightseeing (47.4%), sports/outdoors (39.7%) and visiting friends and relatives (VFR) (38.7%).
- The most popular activities Ontario travellers participated in during trips to overseas countries were: sightseeing ((81.5%), shopping (80.0%), sports/outdoors (54.2%), dining at high quality restaurants (52.9%) and VFR (49.2%).
- The average length of stay was 3.2 days on trips to the U.S. and 18.3 days on trips to overseas countries.
- Private car was the dominant mode of transportation used by Ontarians travelling to the U.S. (96.1% of same day travellers and 68.0% of overnight travellers).
- The average trip party size in 1994 was 2.0 persons on same day trips to the U.S., 2.1 persons on overnight trips to the U.S., and 1.8 person on trips to overseas countries. The average party size was usually higher on pleasure trips and lower on business trips.
- Michigan and New York were the top U.S. state destinations for Ontario same day visitors, followed far behind by Minnesota and Pennsylvania.
- New York, Michigan, Florida and Pennsylvania were the top U.S. state destinations for Ontario overnight visitors. While average length of stay in most U.S. states ranged between two and four nights, the average stay in Florida stood at 21.9 nights, resulting in relatively high spending.
- The top overseas destinations for Ontarians in 1994 were tropical destinations, i.e., Bermuda and the Caribbean, Mexico and other Central America. The largest single overseas country of destination was the U.K.. The top spenders were Ontarians who travelled to Europe, accounting for over half of total spending in overseas countries.
- While Ontario's border regions (i.e., Southwestern, Festival Country, Algoma Country and Eastern Ontario) generated the highest incidence of same day travel to the U.S., Metro Toronto, followed by Festival Country and Southwestern Ontario generated most of the overnight travel to the U.S..
- Ontario's most populous area, Metro Toronto, also generated the most traffic from Ontario to overseas countries, followed by Festival country and Eastern Ontario.

- Ontarians' same day and overnight trips to the U.S. peaked during the third calendar quarter at 27.9% and 31.2% (of total annual travel), respectively. However, travel to overseas countries peaked during the first calendar quarter, at 30.3%.
- Ontarians propensity to travel outside the country has been growing rapidly, over the last 15 years, outpacing both Ontarians' domestic travel and international travel to Ontario. During 1979-1994, travel by Ontarians to the U.S. increased by 70.4% (72.1% for same day and 66.,1% for overnight), and to overseas countries by 87.7%.
- Growth in Ontarians' spending abroad outpaced growth in spending by international travellers in Ontario. As a result, Ontario's international tourism deficit, in constant dollars, increased by 245.5%, over the last 15 years. While the U.S. accounted for 32% of Ontario's international deficit in 1979, its share grew to 62% in 1994.
- Travel by Ontarians to Mexico and Central America ,Asia and Oceania increased at the highest rates of all other international destinations, between 1979 and 1994.

A. AN OVERVIEW OF INTERNATIONAL TRAVEL BY ONTARIO RESIDENTS - 1994

A.1. ONTARIO RESIDENT TRAVEL TO ALL INTERNATIONAL DESTINATIONS

During 1994, a total of 57.7 million Canadians travelled outside Canada. Of these, 18.4 million stayed overnight.

Canadians spent $11.6 billion on overnight international travel (excluding transport fares), which accounted for 2.5% of the world's international tourist receipts (U.S.$335.8 billion[1]).

Of the Canadian total (57.7 million), 27.0 million were Ontario residents. Of these, 8.8 million stayed overnight.

Ontarians spent $5.7 billion on overnight international travel (excluding transport fares), which accounted for 1.2% of the world's international tourist receipts.

Trips to the U.S. accounted for 94% of the total international travel by Ontarians, but only for 58% of the total international expenditures, whereas overseas countries accounted for 6% and 42% of Ontarians' trips and expenditures, respectively. Naturally, longer length of stay in overseas destinations and more expensive air fares resulted in significantly higher spending per trip to overseas destinations.

Two thirds of Ontarians' trips to international destinations began and ended on the same day, and were all destined to the U.S.. Same day trips accounted for only 7.7% of total international expenditures by Ontarians, resulting in an average spending of $38.8 per same day traveller per trip. Overnight trips accounted for 92.3% of Ontarians' total international expenditures resulting in an average spending of $952.4 per overnight traveller per trip.

The following is a summary of Ontario resident travel to international destinations, i.e., U.S. and overseas countries, and their total travel expenditures (including transport fares to international and Canadian carriers).

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[1] Source: World Tourism Organization. Using exchange rate of 1.366 Cdn. dollars = 1.000 U.S. dollar.

Chart 1: Ontario Residents Travelling to International Destinations ('000) and Their Travel Expenditures ($Millions)

	Total Number of Visitors[2] ('000)	Total Travel Expenditures[3] ($Million)	Average Exp. per Traveller per Trip
(1) Same Day - U.S. Destinations	18,156	$703.8	$38.8
(2) Overnight - U.S. Destinations	7,149	$4,557.9	$637.6
(1)+(2) Total - U.S. Destinations	25,305	$5,261.7	$207.9
(3) Overnight - Overseas Destinations	1,680	$3,850.6	$2,292.0
(2)+(3) Total Overnight	8,829	$8,408.5	$952.4
(1)+(2)+(3) Total	**26,985**	**$9,112.3**	**$337.7**

While it is important, from a marketing perspective, to observe the total trip expenditures to different destinations, regardless of which country receives the tourist dollars, within the context of the tourism account[4], tourism payments are recorded according to the country that receives that money. Therefore, total international tourism payments exclude the Canadian carrier portion, but include Canadian crews' spending.

Ontario's payments to the U.S. totalled $4,911.8 million which includes travel expenditures by Ontarians in the U.S. both as a destination and while en route to overseas countries. It also includes fares paid to U.S. carriers and Canadian crews' spending in the U.S.. Ontario's payments to overseas countries reached $2,868.5 million which includes travel expenditures by Ontarians in overseas countries both as a destination and while en route to the U.S., as well as fares paid to overseas carriers and Canadian crews' spending in overseas countries.

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2 Number of visitors does not include Canadian crews.

3 Total travel expenditures include travel spending during the trip, as well as transport fares paid to foreign and Canadian carriers on trips to international destinations. See chart 4 and 10 for details.

4 The definition of tourism account used in this report is different from the definition of travel account used by Statistics Canada as of 1995. Unlike the definition of travel account, the tourism account does not include medical and educational spending, but includes transport fares. While StatsCan changed the definition of the travel account in order to conform to the concepts recommended by the International Monitory Fund (IMF), it does not comply with the World Tourism Organization (WTO) definition of tourism.

Ontario resident's tourism payments to the U.S. and overseas countries in 1994 totalled $7,780.3 million, which when combined with Ontario's U.S. and overseas receipts of $4,455.6 million, yielded a tourism deficit of $3,324.7 million.

Given the direct correlation between length of stay and spending, it is readily apparent why Ontario runs a deficit on the tourism account. The length of stay of Ontarians in the U.S. and in overseas countries (3.2 days and 18.3 days respectively) was almost double the length of stay of U.S. visitors in Ontario (1.9 days), and more than double the length of stay of overseas visitors (7.5 days). This resulted in a significantly higher average expenditure on trips by Ontarians travelling to U.S. and overseas destinations than that of U.S. and overseas visitors to Ontario (60% and 130% higher, respectively).

Chart 2: Ontario's International Tourism Account with the U.S. and Overseas Countries, by Same Day and Overnight travellers[5] ($Millions)

International Payments	Total Payments to the U.S. ($Million)	Total Payments to Overseas ($Million)	Total International Payments ($Million)
Same Day [6]	$676.1	-	$676.1
Overnight [7]	$4,032.6	$2,832.7	$6,865.3
En route to other Destinations	$154.3	$30.7	$185.0
Canadian Crews' Spending	$48.8	$5.1	$53.9
Total Payments	**$4,911.8**	**$2,868.5**	**$7,780.3**

[5] See previous footnote.
[6] Includes trip expenditures in an international destination and transport fares paid to international carriers
[7] Includes trip expenditures in an international destination and transport fares paid to international carriers

International Receipts	Total Receipts from the U.S. ($Million)	Total Receipts from Overseas ($Million)	Total International Receipts ($Million)
Same Day [8]	$780.5	$85.8	$866.3
Overnight [9]	$2,015.1	$1,525.4	$3,540.5
Crews' Spending	$47.9	$0.9	$48.8
Total Receipts	**$2,843.5**	**$1,612.1**	**$4,455.6**

Balance	Travel Balance with the U.S. ($Million)	Travel Balance with Overseas ($Million)	Total International Travel Balance ($Million)
Same Day	$104.4	$85.8	$190.2
Overnight	-$2,017.5	-$1,307.3	-$3,324.8
En route to other Destinations	-$154.3	-$30.7	-$185.0
Crews' Spending	-$0.9	-$4.2	-$5.1
Total Balance	**-$2,068.3**	**-$1,256.4**	**-$3,324.7**

[8] Includes trip expenditures in Ontario and transport fares paid to Canadian carriers
[9] Includes trip expenditures in Ontario and transport fares paid to Canadian carriers

A.2. ONTARIO RESIDENT TRAVEL TO THE UNITED STATES

A.2.1. Total Travel to the U.S.

During 1994, Canadians took a total of 54.3 million person-trips[10] to the U.S. as their trip destination, of which 15.0 million, or 27.6%, were overnight. The latter figure places Canada as the number one country of origin for international overnight travel to the U.S., accounting for 32.9% of the total (45.5 million[11]).

Of the Canadian total (54.3 million), 25.3 million were from Ontario, and of these 7.1 million stayed overnight, accounting for 15.6% of the total international overnight travel to the U.S..

Chart 3: Ontario Residents Travelling to the U.S. (as a destination) ('000)

Same Day	18,156	(71.7%)
Overnight	7,149	(28.3%)
Total Ontario person-trips to the U.S.	**25,305**	**(100.0)**

Total overnight international traveller spending (excluding transport fares) in the U.S. in 1994 totalled Cdn $82.0 billion[12]. Canadians accounted for $7.1 billion (or 8.7%) of this total, and Ontarians for $3.6 billion (or 4.3%).

Ontario travellers spent a total of $5,261.7 million on trips to U.S. destinations (excluding Canadian crews' spending in the U.S.). About 80% of this was spent in the U.S. during the trip ($4,205.7 million), while most of the remaining 20% were split almost equally between fares paid to U.S. carriers ($503.1 million) and fares paid to Canadian carriers on trips to U.S. destinations ($522.2 million). Spending by Ontarians in Overseas while en route to a U.S. destination ($9.1 million) and fares paid to overseas countries on trips to a U.S. destination ($21.6 million) are also included in this total.

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10 The term used to describe Canadian travel to an international destination on a trip destination base is a person trip. In this case, each time a Canadian resident departs from Canada, a person trip begins. And, it ends when the traveller returns to Canada. Therefore, the trip is recorded as one person trip regardless of the number of countries visited on that same trip. The destination of the trip is determined as the place in which the traveller had the longest stay. Not included in these counts are visits to the U.S. while en route to an overseas country as a destination, or visits to overseas countries while en route to the U.S. as a destination.

11 Source: World Tourism Organization

12 Source: World tourism Organization. Using exchange rate of 1.366 Cdn dollars = 1.0 U.S. dollar

Chart 4: **Total Travel Expenditures by Ontarians on Trips to the U.S. (as a destination), by Same -Day and Overnight ($millions)**

	Same Day	Overnight	Total
Spending in the U.S.[13]	$653.8	$3,551.9	$4,205.7
Fares paid to U.S. Carrier	$22.3	$480.8	$503.1
Spending in Overseas countries while en route to a U.S. dest.	-	$9.1	$9.1
Fares paid to Overseas Carriers (U.S. dest.)	-	$21.6	$21.6
Fares paid to Canadian Carriers (U.S. dest.)	$27.7	$494.5	$522.2
Total U.S. Trip Expenditures	**$703.8**	**$4,557.9**	**$5,261.7**

[13] does not include payments to the U.S. that were made en route to overseas destinations

Ontarians who visited the U.S. on same day trips had the lowest average spending per trip of $38.8, whereas those who stayed overnight averaged $637.6 per trip, or $73.3 per day, based on an average of 8.7 days per overnight trip. The overall average spending on trips to the U.S. (any length of stay) was $207.9 per trip.

Chart 5: Average Expenditure by Ontario Travellers on Trips to the U.S. per Trip, per Day[14]

	Average Spend. Per Trip	Average Spend. Per Day	Average Length of Stay (days)[15]
Same Day Trips to U.S.	$38.8	$38.8	1.0
Overnight Trips to the U.S.	$637.6	$73.3	8.7
Total Trips to the U.S.	$207.9	$65.0	3.2

Within the context of the international tourism account, Ontario's payments to the U.S. totalled $4,911.8 million in 1994[16], which when combined with Ontario's U.S. receipts of $2,843.5 million, yielded a provincial travel deficit with the U.S. of $2,068.3 million.

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14 Including all spending and fares purchased on trips to U.S. destinations, but excluding Canadian crews' spending

15 length of stay presented in number of days, which is the sum of (number of nights +1). Also note that this is total length of stay on trips to U.S. destinations, which includes nights spent en route to the U.S., nights spent on cruises, and nights spent on side trips to overseas countries. However, it does not include nights spent in the U.S. by Ontarians en route to overseas destinations.

16 Including Ontarians' spending in the U.S. (regardless of destination), transport fares paid to U.S. carriers only and Canadian crews' spending in the U.S.

Chart 6: Ontario's International Tourism Account with the U.S., by Same -Day and Overnight [17] ($millions)

	Same Day	Overnight	Total
Payments			
Spending in the U.S. (Trips with a U.S. destination)	$653.8	$3,551.8	$4,,205.6
Spending in the U.S. while en route to overseas destinations[18]	-	-	$17.3
Fares Paid to U.S. Carriers (U.S. dest.)	$22.3	$480.8	$503.1
Fares paid to U.S. Carriers (en route to overseas dest.)	-	-	$137.0
Canadian Crews' Spending in the U.S.	-	-	$48.8
Total Payments	**$676.1**	**$4,032.6**	**$4,911.8**
Receipts			
Spending in Ontario	$718.2	$1,862.8	$2,581.0
Fares paid to Can. Carriers	$62.3	$152.3	$214.6
Crews' Spending	-	-	$47.9
Total Receipts	**$780.5**	**$2,015,1**	**$2,843.5**

[17] Payment and fares paid to the U.S. while en route to overseas destinations are not available by same day and overnight stop in the U.S., therefore, payments by same day and overnight travellers to the U.S. are based on trips to the U.S. as a destination, while total payments refer to all travel payments to the U.S., including payments to the U.S. that were made on trips with an overseas destination

[18] While spending by Ontarians in the U.S. while en route to overseas destinations is available, the associated number of these travellers is not.

A.2.2. Same Day Travel to the U.S.

Of the total number of Ontario visitors destined to the U.S. (25.3 million), 71.7% or 18.2 million stayed for one day or less.

As expected, Ontario's regions bordering with the U.S. urban centres (Southwestern, Festival Country, Algoma Country and Eastern Ontario) generated the highest incidence of same day travel (35.5%, 27.4%, 8.2%, and 12.6%, respectively).

Not surprisingly, the automobile was the dominant mode of transportation used by Ontarians travelling to the U.S. on a same day trip (96.1%), followed by bus (2.8%).

Same day travel to the U.S. peaked slightly during the third calendar quarter (27.9%), and was distributed fairly equally over the remaining three quarters.

Pleasure was the main trip purpose for 59.8% of Ontario same-day travellers to the U.S., followed by visiting friends and/or relatives (VFR) (8.7%), and business (6.3%)(see table 1 in appendix).

Ontarians spent a total of $653.8 million while in the U.S. on same-day trips[19]. This total yielded an average expenditure per person, per trip of $36, with pleasure trips yielding the highest average ($43), followed by business ($35) and VFR ($26).

In addition to the $653.8 million spent in the U.S. during same day trips, Ontarians spent $22.3 million on fares to U.S. carriers and $27.7 million on fares to Canadian carriers, resulting in total expenditures on same day trips to the U.S. of $703.8 million . This yielded a slightly higher average spending of $38.8 per person per same day trip in the U.S..

The overall travel party size was about two persons, which applied to all types of trips except for business which averaged 1.5 persons (see Table 4).

Michigan and New York were the top two state destinations for Ontario same day visitors to the U.S. (with almost 10 million and 9 million respectively). Following far behind were Ontario's other bordering states: Minnesota (1.2 million), Pennsylvania (676,800), and Ohio (502,600).

The ranking of spending (excluding fares) by Ontarians in the individual states was similar to their share of visitation with the exception of the top two states. Spending in New York was the highest - $336.2 million, followed by Michigan with $304.4 million.

The average spending per same day state visit for the top states (excluding fares) ranged between $7.7 in West Virginia and $37.7 in New York. The average spending per state visit in other bordering states was $30.6 for Michigan , $27.9 for Minnesota, $15.7 for Pennsylvania, and $11.5 for Ohio. Higher average spending on same day visits in bordering states may be attributed in part to the fact that these states were the trip destination, while visits to states farther away from Ontario,

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[19] Excluding transport fares paid to U.S. or Canadian carriers, and public transport crews' spending. Itemized expenditures (i.e., accommodation, food) are unavailable for same day automobile travellers.

such as West Virginia or Maryland ($9.4 average spending) were short visits while en route to other destinations.

Chart 7: Top Same Day U.S. State Visits by Ontarians ('000), and Spending (excl. fares) ($millions)

	U.S. State Visits ('000)	Spending (excl. fares) ($millions)	Average Spending per Visit
Michigan	9,959.3	$304.4	$30.6
New York	8,926.1	$336.2	$37.7
Minnesota	1,193.9	$33.3	$27.9
Pennsylvania	676.8	$10.6	$15.7
Ohio	502.6	$5.8	$11.5
North Carolina	361.3	$4.2	$11.6
Georgia	356.5	$3.6	$10.2
Virginia	329.3	$3.4	$10.3
West Virginia	294.5	$2.3	$7.7
Maryland	233.2	$2.2	$9.4

A.2..3. Overnight Travel to the U.S.

Of the total number of Ontario visitors destined to the U.S. (25.3 million), 28.3% or 7.1 million stayed overnight.

The Metro Toronto travel region generated the highest incidence of overnight traffic to the U.S. (24.3%), followed by Festival Country (23.6%), Southwestern Ontario (16.4%), Central Ontario (12.6%), and Eastern Ontario (12.5%). (see Table 8 in appendix)
Similar to same day travel, the automobile was the dominant transportation used by Ontarians on overnight travel to the U.S. (68.0%). This was followed by plane (24.5%).

The seasonal variation of overnight travel to the U.S. was quite similar to that of same day travel, in that it peaked during the third calendar quarter (31.2%), and was distributed in similar proportions over the remaining three quarters.

Pleasure was the main trip purpose for 54.2% of the overnight Ontario travellers to the U.S., followed by VFR (19.1%), business (18.0%), and all other purposes (8.6%). (see Table 5)

The average number of stated activities that overnight travellers participated in per trip was 3.9. Shopping was the most popular activity engaged in by travellers (71.4%), followed by sightseeing (47.4%), sports/outdoor activities (39.7%), VFR (38.7%), and dining at high quality restaurants (37.0%). [20]

Ontarians spent a total of $4,557.9 million on their overnight trips to the U.S. as a destination. The following chart indicates the trip spending in detail.(see Table 7)

Chart 8: **Total Travel Expenditures by Overnight Ontario Travellers on Trips to the U.S. (as a destination), By Item**

Item of Expenditure	in $million	%
Fares paid to U.S. Carriers	$480.8	13.0
Fares paid to Overseas Carriers	$21.6	0.6
Fares paid to Canadian Carriers	$494.5	13.3
Accommodation	$986.2	26.5
Local Transportation	$300.5	8.1
Food and Beverage	$667.1	18.0
Recreation and Entertainment	$303.4	8.2
Other (souvenirs, shopping, etc.)	$454.4	12.3
Total Reported Itemized Expenditures ($millions)	$3,708.5	100.0
Expenditures with no reported Itemization	$849.4	
Total Expenditures	**$4,557.9**	

Pleasure trips generated the highest incidence of total spending in the U.S. (62.8%), followed by business (21.7%).

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[20] Due to multiple response, sub totals add to more than 100%.

The average expenditure per person, per trip was $498, with pleasure trips yielding the highest average of $610, followed by business ($600), other (including personal) ($286), and VFR ($229).[21]

The average travel party size on overnight trips to the U.S. was 2.1 persons, and ranged from a high of 2.4 for pleasure trips to a low of 1.5 for business.

Overall, overnight visitors were older, with about 64% falling in the 35 or older age category, as compared to 50% of the general Ontario population [22].

Of the overnight travellers to the U.S. who reported party composition (93%), 76% were adults only, and 24% were adults travelling with children.

The average trip duration was 8.7 days, and ranged from a high of 11.8 days for pleasure trips, to a low of 4.6 days for business trips (see Tables 5. to 8., incl.).

As was the case with the same day travellers, Michigan and New York were the top two destinations for Ontario overnight visitors to the U.S. (2 million and 1.4 million respectively), followed by Florida (with 1.2 million), Ontario's other bordering states (Pennsylvania , 558,100; and Ohio, 476,000), and some South Atlantic states (South Carolina, 348,900; Virginia, 323,500; and Georgia, 315,900).

The ranking of spending (excluding fares) in the individual states was somewhat similar to their ranking of visitation with the exception of Florida, in which spending was by far the highest, $1.2 billion, accounting for one third of total spending by overnight Ontario travellers in the U.S.. Following Florida were Ontario's two bordering states of New York ($372.9 million), and Michigan ($223.4 million).

The average spending (excluding fares) per overnight state visit for the top states ranged between $92.1 for Kentucky and $992.6 for Florida. The average spending per state visit was also high in South Carolina ($429.3), and Illinois ($423.9), while in other states it was in the neibourhood of $150 to $200.

There is a strong link between average spending per state visit and length of stay. States with high average spending are the states in which Ontarians enjoyed longer stays, i.e., Florida (21.9 nights) and South Carolina (7.3 nights).

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21 Excluding transport fares paid to U.S. or Canadian carriers, and Canadian crews' spending

22 Source: Statistics Canada, and projections by Ontario Ministry of Finance

Chart 9: Top Overnight U.S. State Visits by Ontarians ('000), and Spending (excl. fares) ($millions)

	U.S. State Visits ('000)	Spending (excl. fares) ($millions)	Average Spending per visit	Average # of Nights
New York	1,967.8	$372.9	$189.5	2.3
Michigan	1,422.9	$223.4	$157.0	2.6
Florida	1,182.6	$1,173.9	$992.6	21.9
Pennsylvania	558.1	$77.2	$138.3	2.3
Ohio	476.0	$62.7	$131.7	2.0
South Carolina	348.9	$149.8	$429.3	7.3
Virginia	323.5	$54.1	$167.2	2.4
Georgia	315.9	$56.8	$179.8	2.3
Kentucky	281.2	$25.9	$92.1	1.9
Tennessee	259.9	$43.9	$168.9	2.8
North Carolina	255.3	$50.7	$198.6	3.6
Illinois	246.5	$104.5	$423.9	3.4
Minnesota	241.7	$54.3	$224.7	2.7

A.3. Ontario Travel To Overseas Countries

During 1994, a total of 3.374 million Canadians visited overseas destinations, all on overnight trips.

Of the total Canadians travelling to overseas (3.374 million), 49.8%, or 1.68 million, were from Ontario.

Ontario travellers spent a total of $3,850.6 million on trips to overseas destinations (excluding crews' spending). About 55% of this total was spent in overseas countries during the trip ($2,110.9 million). Fares paid to overseas carriers accounted for almost 20% of the total ($721.8 million), while fares paid to Canadian carriers on trips to overseas destinations accounted for over 22% ($863.6 millior). Spending by Ontarians in the U.S. while en route to overseas destinations ($17.3 million) and fares paid to the U.S. on trips by Ontarians to an overseas destination are also included in this total.

Chart 10: Total Travel Expenditures by Ontarians on Trips to Overseas Countries (as a destination), ($millions)

Spending in Overseas Countries	$2,110.9[23]
Fares paid to Overseas Carriers	$721.8
Spending in the U.S. while en route to an Overseas destination	$17.3
Fares paid to U.S. Carriers (Overseas dest.)	$137.0
Fares paid to Canadian Carriers (Overseas dest.)	$863.6
Total Overseas Trip Expenditures	**$3,850.6**

Ontarians travelling to overseas countries had an average spending per trip of $2,292.0, or $125.2 per day, based on an average length of stay of 18.3 days per trip.

[23] does not include payments to overseas countries that were made en route to the U.S.

Chart 11: Average Expenditure of Ontario Travellers on Trips to Overseas Countries per Trip, per Day[24]

	Average Spend. Per Trip	Average Spend. Per Day	Average Length of Stay (days)[25]
Trips to Overseas Countries	$2,292.0	$125.2	18.3

The following chart indicates the trip spending by Ontarians in overseas countries in detail. (see table 16)

Chart 12: Total Travel Expenditures by Ontario Travellers on Trips to Overseas Countries (as a destination), By Item

Item of Expenditure	In $Millions	%
Fares paid to U.S. Carriers	$137.0	4.6
Fares paid to Overseas Carriers	$721.8	24.1
Fares paid to Canadian Carriers	$863.6	28.9
Accommodation	$444.3	14.8
Local Transportation	$204.6	6.8
Food and Beverage	$320.9	10.7
Recreation and Entertainment	$131.0	4.4
Other (souvenirs, shopping, etc.)	$170.0	5.7
Base: Total Reported Itemized Expenditures ($millions)	$2,993.2	100.0
Expenditures with no reported Itemization	$857.4	
Total Expenditures	**$3,850.6**	

Pleasure trips generated the highest incidence of total spending by Ontarians on trips to overseas destinations (53.7%), followed by business (23.6%).

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[24] Including fares, excluding Canadian crews' spending

[25] length of stay presented in number of days, which is the sum of (number of nights +1). Also note that this is total length of stay on trips to overseas destinations, which includes nights spent en route to overseas, nights spent on cruises, and nights spent on side trips to the U.S. However, it does not include nights spent in overseas by Ontarians en route to the U.S.

The average expenditure per person per trip while in overseas countries was $1,256, with business trips yielding the highest average of $1,939, followed by other (including personal) ($1,225), pleasure ($1,190), and VFR ($954).[26] (see Table 26 in appendix)

Within the context of the international tourism account, Ontario's payments to overseas countries totalled $2,868.5 million in 1994[27], which when combined with Ontario's overseas receipts of $1,612.1 million, yielded a tourism deficit of $1,256.4 million.

[26] Excluding transport fares paid to U.S. or Canadian carriers, and Canadian crews' spending
[27] Including crews' spending and transport fares paid to overseas carriers

Chart 13: Ontario's Tourism Account with Overseas Countries, ($millions)

Payments	Same Day	Overnight	Total
Spending in overseas countries (trips with an overseas destinations)	-	$2,110.9	$2,110.9
Spending in overseas while en route to U.S. destinations	-	$9.1[28]	$9.1
Fares Paid to Overseas Carriers (overseas dest.)	-	$721.8	$721.8
Fares paid to Overseas Carriers (En route to U.S. destinations)	-	$21.6	$21.6
Canadian Crews' Spending in overseas countries	-	$5.1	$5.1
Total Payments	-	**$2,868.5**	**$2,868.5**

Receipts	Same Day	Overnight	Total
Spending in Ontario	$9.6	$1,106.6	$1,116.2
Fares Paid to Canadian Carriers	$76.2	$418.8	$495.0
Crews' Spending	-	-	$0.9
Total Receipts	**$85.8**	**$1,525.4**	**$1,612.1**

The following analysis pertains to the 1.68 million Ontarians who took overnight trips to overseas countries.

As expected, Ontario's most populous area (Metro Toronto) accounted for the highest level of traffic to overseas countries (41.4%), followed by Festival Country (17.7%), Eastern Ontario (14.2%), Central Ontario (12.2%), and Southwestern Ontario (7.6%).

The majority of residents returned to the province directly from overseas (89.5%), and the remainder (10.5%) via the U.S.

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[28] on trips to the U.S., which had spending on side-trips in overseas countries

The first calendar quarter accounted for the highest incidence of travel (30.3%), followed by the third summer quarter (27.5%), the second quarter (22.1%), and the last quarter (20.1%).

Pleasure was the main trip purpose for 56.7% of Ontarians travelling to Overseas destinations, followed by VFR (visiting friends and relatives), and business (15.3%). (see table 14)

The average number of activities travellers participated in per trip was 5.8 [29]. Sightseeing (81.5%) and shopping (80.0%) were by far the most popular activities, followed by sports/outdoor activities (54.2%), dining at high quality restaurants (52.9%), and VFR (49.2%).

As expected, a large number of Ontarians travel to tropical destinations, i.e., Bermuda and the Caribbean with 649,100 visits, Mexico with 169,300 visits, and Central America with 54,800 visits. Sun destinations (not only tropical) attracted 1.1 million Ontarians (Caribbean, Mexico, Central America, South Europe, and North Africa). The largest single overseas country of destination was the U.K. with 389,500 Ontario visits. On a continent basis, when combining all European destinations together, the number of visits totalled 1,306,000 making Europe the top overseas destination for Ontarians. Asia, Oceania, and Africa attracted fewer Ontarians with 258,000, 48,200 and 32,700 visits respectively.

The top spenders among Ontarians travelling to overseas destinations were those who travelled to Europe. Spending by Ontarians in Europe totalled $1,114.2 million (excluding fares) and accounted for 52.6% of total Ontarians' spending in overseas. In the U.K. alone Ontarians spent $399.8 million. This high volume of spending results from both high volume of visits to European destinations and high average spending per trip in the U.K.

High averages of spending were recorded on visits to the U.K. ($1,026), Asia (between $1,129 and $1,532) and Oceania ($1,588).

The close association between length of stay and average expenditure is very evident with all these destinations. The longest visits by Ontarians were recorded in Oceania (25.4 nights per visit), followed by Africa, excluding North Africa (19.8 nights), Asia (between 13.5 and 17.6 nights), Southern Europe (14.0 nights), U.K. and South America (13.9 nights).

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[29] Due to multiple response, sub totals add to more than 100%.

Chart 14: **Ontario Residents Travelling to selected overseas destinations, and their Expenditures, 1994** [30]

	Number of Visitors[31] ('000)	Spending[32] ($million)	Average Spending (per person, per visit)	Average Length of Stay (nights)
Bermuda/ Caribbean	649.1	$382.2	$589	6.2
Mexico	169.3	$115.1	$680	7.7
Other Central America	54.8	$33.2	$605	8.2
South America	64.9	$58.7	$904	13.9
U.K.	389.5	$399.8	$1,026	13.9
Germany	138.8	$105.2	$758	9.5
France	134.8	$120.0	$890	10.1
Southern Europe	185.1	$183.6	$992	14.0
Other Europe	457.9	$305.6	$668	9.5
Middle East	40.0	$45.2	$1,129	13.5
Japan	21.9	$33.5	$1,532	15.0
Other Asia	196.1	$232.3	$1,184	17.6
Oceania	48.2	$76.5	$1,588	25.4
North Africa	6.8	$3.3	$473	4.2
Other Africa	25.9	$25.9	$1,033	19.8

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30 see Appendix for delineation of regions. For years 1979-1994, see Tables 26-41

31 Includes side trips from the U.S..
Number of visitors is on a person-visit base, therefore, when adding number of visits of individual countries, there is double counting of visitors who visited more than one country.

32 Excludes crews' spending ($5 million for total overseas) and fares paid to foreign as well as Canadian carriers.

The average travel party size was 1.8 persons, and ranged from a high of 2.1 for pleasure trips to a low of 1.4 for business.

About 67% of Ontario travellers to overseas destinations were in the 35 or older age category, as compared to 50% of the general Ontario population[33].

Of the travellers to overseas destinations who reported party composition (94%), about 88% were adults only, and the remaining 12% were adults travelling with children.

Average trip duration was 17.3 nights, and in contrast to trips taken to the U.S., VFR trips generated the highest average length of stay of 23.2 nights, followed by other/personal (22.4 nights), and business and pleasure (about 15 nights each). (see Table 17 in appendix)

B. HISTORICAL PERSPECTIVE ON OUTBOUND TRAVEL , 1979 - 1994

B.1. Visitor Volumes and Market Shares

Ontarians propensity to travel outside the country has been growing rapidly, outpacing by far both growth in domestic travel and in international travel to Ontario. During the period 1979- 1994, travel by Ontarians to the U.S. (both same day and overnight) and to overseas destinations increased by 70.4% for U.S. trips (72.1% for same day and 66.1% for overnight) and 87.7% for overseas trips. On an annual basis, Ontarians' trips to the U.S. rose by an average of 3.6% per year, and overseas trips rose by an average of 4.3% per year.

The number of Ontarians destined to the U.S. rose from 14.9 million in 1979 to 25.3 million in 1994, while travel to overseas countries increased from 0.895 million in 1979 to 1.68 million in 1994. Overall, the U.S. and overseas shares of Ontario's total outbound traffic remained fairly stable over the years, with a slight gradual decline of the U.S. share from 94.3% in 1979 to 93.8% in 1994 and a corresponding increase in the overseas share from 5.7% in 1979 to 6.2% in 1994.

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[33] Source: Statistics Canada, and projections by Ontario Ministry of Finance.

Chart 15: Ontario Residents Travelling to International Destinations, by Same Day and Overnight ('000), 1979-1994[34]

Year	same day to the U.S.	Overnight to the U.S.	Total U.S.	Overseas	Total International
1979	10,549	4,303	14,852	895	15,747
1980	10,724	4,491	15,215	806	16,021
1981	10,552	4,294	14,846	753	15,599
1982	10,612	4,147	14,759	768	15,527
1983	11,724	4,718	16,442	902	17,344
1984	11,618	4,635	16,253	1,015	17,268
1985	11,370	4,592	15,962	1,168	17,130
1986	11,425	4,678	16,103	1,196	17,299
1987	12,621	5,250	17,871	1,394	19,265
1988	15,089	6,030	21,119	1,499	22,618
1989	18,711	6,809	25,520	1,571	27,091
1990	23,294	7,690	30,984	1,632	32,616
1991	26,244	8,555	34,799	1,413	36,212
1992	25,997	8,574	34,571	1,512	36,083
1993	22,888	8,003	30,891	1,592	32,483
1994	18,156	7,149	25,305	1,680	26,985
Growth 1994/79	72.1%	66.1%	70.4%	87.7%	71.4%

While Ontario's total outbound overnight travel (overnight to the U.S. plus total overseas) increased by 70.2% over the last 15 years - far greater than the 15.8% increase in total inbound overnight travel to Ontario - the world's international overnight travel increased at the significantly higher rate of 93.9%, for the same period.

During the first half of the 80's, with the exclusion of 1983, Ontarians' travel abroad was basically unchanged. However, during the second half of the decade, due to the strong Canadian dollar, outbound travel by Ontarians to the U.S. escalated, reaching 34.8 million trips in 1991. The favourable Canadian dollar over those years - which was at its highest level of US$0.87 in 1991 - had the greatest impact on same day travel to the U.S.. The total number of Ontarians taking same day trips to the U.S. (which traditionally accounted for 66-67% of Ontario's total outbound travel), started to rise in 1989 reaching 72.5% of total outbound travel in 1991.

However, there was a reversal in this travel trend to the U.S., beginning in 1993 especially for same day trips. By 1994, the share of same day trips to the U.S. dropped back to its traditional level, accounting for 67.3% of total Ontario's outbound travel.

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[34] Based on person trips, i.e., trips are recorded according to the trip destination. The destination of the trip is determined as the place in which the traveller had the longest stay.

Ontarians travel to overseas countries was also flat during the first half of the 80's, but increased substantially in the second half, reaching 1.6 million trips in 1990. It appears that fluctuations in the Canadian dollar during the beginning of the 90's did not have the same impact on travel to overseas as it did on travel to the U.S.. Despite the strong Canadian dollar in 1991, which was also the peak year for travel to the U.S., travel to overseas destinations dropped by 13.4%. Over the next few years, and despite the weakening Canadian dollar, Ontarians' travel to overseas countries slowly recovered, peaking in 1994.

On average, Ontarians visited 1.4 states on each trip destined to the U.S. during most of the 15 year period, with the exception of the 'cross border shopping' years, 1990-1992, during which this average fell to about 1.3 states per trip. The average number of countries visited by Ontarians on trips to overseas destinations was basically stable at about 1.7 during the beginning of the period, but after 1985 it has been gradually declining to a low average of 1.5 countries in 1994.

Over the period 1979-1994, the average length of stay of Ontarians in the U.S. remained basically constant at 3.2 days per stay, with a drop to an average of 2.8 - 3.0 days, during the 'cross border shopping' years. However, the average length of stay of Ontarians in overseas countries, while remaining fairly constant at about 20 days during 1979-1986, gradually dropped, between 1986-1991, to just above 17 days. Over the last few years, the length of stay in overseas countries has stabilized, reaching 17.5 days in 1994.[35]

A historical review of travel by Ontarians to individual overseas countries and regions reveals various growth rates for different destinations. The only overseas destination to attract fewer travellers from Ontario, at the end of the period, i.e., 1994, than at the beginning, i.e., 1979, is North Africa (-16.2%). Ontarians travel to the U.K., the largest single overseas country destination, exhibited a low growth rate of 25.4% over the 15 year period, 1979-1994. Travel to central American countries (other than Mexico) increased at the highest rate of 477.7%, followed by travel to Asia (excluding Japan and the Middle East) with 307.1% increase, and Oceania (191.4%).

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[35] length of stay presented in number of days, which is the sum of (number of nights +1).
Also note that the average length of stay in overseas countries in this section includes nights spent in overseas while en route to the U.S., but does not include nights spent on cruises, on side trips to the U.S., and en route to overseas (on the plane). In section A.3. this average refers to total length of trip to overseas destinations, i.e.,

Chart 16: Ontario Residents Travelling to Selected Overseas Destinations, 1979-1994

	1979	1994	Growth Rates 1994/1979
Bermuda & Caribbean	413,412	649,100	57.0%
Mexico	71,793	169,300	135.8%
Other Central America	9,486	54,800	477.7%
South America	44,527	64,900	45.8%
U.K.	310,654	389,500	25.4%
Germany	82,304	138,800	68.6%
France	71,910	134,800	87.5%
Southern Europe	99,507	185,100	86.0%
Other Europe	264,580	457,900	73.1%
Middle East	18,582	40,000	115.3%
Japan	10,529	21,900	108.0%
Other Asia	48,166	196,100	307.1%
Oceania	16,538	48,200	191.4%
North Africa	8,114	6,800	-16.2%
Other Africa	12,448	25,900	108.1%

As a result of the varying growth rates of Ontario travellers to overseas destinations, the Asian and Mexico/Central America regions increased their shares of Ontario's outbound travel (5.2% to 10.0%, and 5.5% to 8.7%, respectively), whereas the United Kingdom's share fell from 21.0% to 15.1%. Travel to all other destinations fluctuated from year to year, but their shares remained essentially constant (see Tables 26 to 41 in appendix).

B.2. Tourism Expenditures

Similar to the significant growth rates in outbound travel volumes over the 15 year period, 1979-1994, total spending by Ontarians on trips to the U.S. and overseas destinations grew, in constant dollars, by 83.5% for U.S. trips (211.0% for same day and 72.6% for overnight) and 83.3% for overseas trips.[36] On an annual basis, spending by Ontarians on trips to the U.S., in constant Canadian dollars, grew by 4.1% (7.9% for same day, and 3.8% for overnight trips), and on trips to overseas countries by a similar rate of 4.1% per year.

Most of the increase in real spending on same day trips to the U.S. between 1979 and 1994 is attributed to spending during the trip, whereas the increase in real spending on transport fares was relatively minimal. Spending (excluding fares) on same day trips to U.S. destinations increased by 253.7% from $184.8 million in 1979 (in 1994 dollars) to $653.8 million in 1994 , while spending on transport fares increased by 20.5%, from $41.5 million in 1979 (in 1994 dollars) to $50.0 million in 1994. The relatively moderate increase in real spending on transport fares took place , partly because of a shift from commercial transport to private automobile used by Ontarians on same day trips to the U.S.. Between 1979 and 1994, there was a 23.6% decline in number of Ontarians using commercial transportation on same day trips to the U.S.. However, the number of Ontarians using commercial planes on these trips increased by 21.7%.

The substantial growth in real total spending by same day Ontario visitors to the U.S. also translated to a significant growth in the average spending per same day trip to the U.S. (including fares). During this period, this average increased by 80.5%, from $21.5 in 1979 (in 1994 dollars)to $38.8 in 1994.

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including nights spent on cruises, on side trips to the U.S. and en route to overseas.

[36] Including Canadian and foreign fares.
Actual spending (excluding fares) was deflated using the Travel Price Index. (TPI) .Spending on transport fares for trips to U.S. destinations was deflated using a combined index of international fares and the Intercity bus transportation index. Spending on transport fares on trips to overseas destinations was deflated using the international air fares index.
Real spending and fares are in 1994 prices

Chart 17: Estimated Real Spending and Fares by Ontarians on Same Day Trips to U.S. Destinations, 1979-1994 (millions of 1994 dollars)

Year	Spending on Fares	Total Spending Excluding Fares	Total Spending Including Fares
1979	$41.5	$184.8	$226.3
1980	$44.4	$172.4	$216.8
1981	$44.4	$158.8	$203.2
1982	$40.6	$137.3	$177.9
1983	$39.3	$169.0	$208.3
1984	$42.9	$166.1	$209.0
1985	$43.5	$178.3	$221.8
1986	$43.3	$182.9	$226.2
1987	$48.0	$199.0	$247.0
1988	$51.3	$273.2	$324.5
1989	$54.9	$382.0	$437.0
1990	$49.5	$671.1	$720.6
1991	$47.8	$970.0	$1,017.8
1992	$46.8	$935.2	$982.0
1993	$45.2	$833.5	$878.7
1994	$50.0	$653.8	$703.8
Growth 1994/79	20.5%	253.7%	211.0%

Unlike the spending on same day trips to the U.S., the increase in real spending on overnight trips derives from both the increased spending during the trip and the increased spending on transport fares. Spending (excluding fares) on overnight trips to U.S. destinations increased by 75.8% from $2,025.5 million in 1979 (in 1994 dollars) to $3,561.0 million in 1994, while spending on fares increased by 61.9%, from $615.9 million in 1979 (in 1994 dollars) to $996.9 million in 1994. This increase in spending on fares is attributed to gains in the number of Ontarians using planes or other modes of commercial transportation on overnight trips to the U.S. over this period (43.2% and 22.4% respectively).

Unlike the considerable growth in average spending on same day trips to the U.S., the average spending on overnight trips to the U.S. (including fares) increased by 3.9% only, from $613.9 in 1979 (in 1994 dollars) to $637.6 in 1994. During this period, the average length of stay of overnight trips to the U.S. remained almost unchanged at 7.7 nights.

Chart 18: Estimated Real Spending and Fares by Ontarians on Overnight Trips to U.S. Destinations, 1979-1994 (millions of 1994 dollars)

Year	Spending on Fares	Total Spending Excluding Fares	Total Spending Including Fares
1979	$615.9	$2,025.5	$2,641.5
1980	$673.7	$1,991.6	$2,665.3
1981	$689.2	$1,864.9	$2,554.0
1982	$670.8	$1,704.5	$2,375.3
1983	$681.1	$1,953.5	$2,634.6
1984	$761.9	$2,004.6	$2,766.5
1985	$781.4	$2,002.6	$2,783.9
1986	$762.6	$2,042,4	$2,805.0
1987	$864.1	$2,243.1	$3,107.1
1988	$909.0	$2,667.8	$3,576.8
1989	$965.9	$3,130.1	$4,096.0
1990	$1,031.5	$3,609.4	$4,640.9
1991	$936.3	$3,903.7	$4,840.0
1992	$978.9	$3,953.4	$4,932.3
1993	$968.5	$3,872.8	$4,841.3
1994	$996.9	$3,561.0	$4,557.9
Growth 1994/79	61.9%	75.8%	72.6%

Real spending while on trips to overseas destinations (excluding fares) increased at about half the growth rate of spending on fares during the 15 year period. Real spending while on the trip grew by 61.3%, from $1,319.3 million in 1979 (in 1994 dollars) to $2,128.2 million in 1994, while spending on fares grew by 120.4%, from $781.5 to $1,722.4 in 1994. The lower increase of real trip spending (excluding fares) is partly the result of a shorter trip duration to overseas destinations in the recent years. (see Table 43 in appendix)

The shorter trip durations also resulted in a 2.4% decline in average spending per trip to overseas destinations (including fares), from $2,347.3 in 1979 (in 1994 dollars) to $2,292.0 in 1994.

Chart 19: Estimated Real Spending and Fares by Ontarians on Trips to Overseas Destinations, 1979-1994 (In millions of 1994 dollars)

Year	Spending on Fares	Total Spending Excluding Fares	Total Spending Including Fares
1979	$781.5	$1,319.3	2,100.9
1980	$831.5	$1,245.8	2,077.3
1981	$849.7	$1,032.5	1,882.2
1982	$817.6	$966.8	1,784.5
1983	$914.1	$1,132.4	2,046.5
1984	$1,068.7	$1,242.0	2,310.7
1985	$1,220.1	$1,453.3	2,673.3
1986	$1,172.9	$1,494.2	2,667.1
1987	$1,372.8	$1,682.0	3,054.8
1988	$1,495.0	$1,880.5	3,375.5
1989	$1,559.4	$1,788.1	3,347.5
1990	$1,649.8	$2,090.0	3,739.8
1991	$1,368.6	$1,664.0	3,032.7
1992	$1,540.7	$1,876.3	3,417.0
1993	$1,694.6	$1,946.1	3,640.6
1994	$1,722.4	$2,128.2	3,850.6
Growth 1994/79	120.4%	61.3%	83.3%

On an individual country basis, total spending by Ontarians grew at levels close to 100% for most major markets over the period 1979-1994, with most of the increase being attributed to the growth in the number of visitors (the exception being the U.K., where it grew by 3.9% only). The highest increases were observed on trips destined to Central America, excluding Mexico, (628.9%), and Asia, excluding Japan and the Middle East (274.3%), while spending on trips to North Africa dropped by 39.3%, in 1994 dollars.

Chart 20: Real Travel Spending (excluding fares) by Ontarians in Selected Overseas Destinations, 1979-1994, (In millions of 1994 dollars) [37]

	1979	1994	Growth Rates 1994/1979
Bermuda & Caribbean	$295.8	$382.2	29.2%
Mexico	$62.2	$115.1	85.0%
Other Central America	$4.6	$33.2	628.9%
South America	$32.3	$58.7	81.4%
U.K.	$384.6	$399.8	3.9%
Germany	$57.3	$105.2	83.5%
France	$62.4	$120.0	92.5%
South Europe	$103.6	$183.6	77.2%
Other Europe	$163.6	$305.6	86.9%
Middle East	$19.1	$45.2	136.3%
Japan	$15.9	$33.5	110.7%
Other Asia	$62.1	$232.3	274.3%
Oceania	$28.5	$76.5	168.8%
North Africa	$5.3	$3.2	-39.3%
Other Africa	$17.5	$25.9	47.5%

Despite the substantial growth rates in Ontarians' total spending in most overseas countries, the average real spending per traveller in some countries exhibited a moderate increase, or in some cases, a decline. Among these countries are: Mexico (-21.5%), Bermuda and the Caribbean (-17.7%), the U.K. (-17.2%), North Africa (-27.6%), other Africa (-28.9%), and Asia excluding Japan (-8.1%).

Lower lengths of stay in some countries, such as the U.K. (from 19.1 days in 1979 to 14.9 days in 1994), Mexico (form 10. 0 to 8.7 days), and Bermuda and the Caribbean (from 7.7 to 7.2 days), may be partly responsible for this decline in average spending.

Another factor may be the strengthening of the Canadian dollar vis-à-vis some of the foreign currencies . For example, between 1979 and 1994, the Canadian dollar increased by 18.8% vis-à-vis the British pound, lowering the Ontarians' cost of traveling to the U.K..

It appears that the changing composition of Ontarians travel to some countries had an impact on the average spending per trip. For example, the proportion of Ontarians travelling to Europe for pleasure and business purposes has grown over the years at the expense of visiting friends and relatives, with a resulting impact on the average spending per trip.

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[37] Including spending in overseas countries only, but not fares

Ontarians travelling to Oceania remained the top spenders (per trip) in 1994, in spite of the negative growth in their average spending over the years, followed by travellers to Japan, the Middle east, the rest of Asia and the U.K.

Chart 21: Average Real Travel Expenditures per Ontario visitor in Selected Overseas Destinations, 1979-1994 (In millions of 1994 dollars)[38]

	1979	1994	1994/1979
Bermuda & Caribbean	$715.6	$588.8	-17.7%
Mexico	$866.5	$679.9	-21.5%
Other Central America	$479.7	$605.3	26.2%
South America	$726.4	$904.0	24.5%
U.K.	$1,238.0	$1,025.2	-17.2%
Germany	$696.6	$757.9	8.8%
France	$867.1	$890.2	2.7%
South Europe	$1,041.4	$992.1	-4.7%
Other Europe	$618.2	$667.5	8.0%
Middle East	$1,028.9	$1,129.7	9.8%
Japan	$1,510.1	$1,530.0	1.3%
Other Asia	$1,288.3	$1,184.4	-8.1%
Oceania	$1,720.7	$1,587.3	-7.8%
North Africa	$653.3	$472.9	-27.6%
Other Africa	$$1,408.9	$1,001.6	-28.9%

B.3. Balance on Tourism Account

Ontarians' spending abroad has been growing at a rapid pace and has continued to outpace growth in spending by international travellers in Ontario. In 1994, Ontario's tourism deficit exceeded $3.3 billion, with the U.S. accounting for 62% of it.

Ontario has run a tourism deficit during the whole period of 1979-1994. During this period, there were two points in time when the growth in real deficit accelerated. The first time was when the real deficit jumped by 72%, from 0.8 billion in 1982 to $1.3 billion in 1983, and remained at this level until the next jump which started in 1987. The real deficit, which increased by 26% from $1.2 billion in 1986 to $1.5 billion in 1987, continued to grow at a fast pace in the following years, peaking in 1992, at $4.4 billion. Significant increases in outbound U.S. and overseas traffic, coupled with slower growth in the respective inbound segments, were responsible for these increases.

---

[38] Including spending in overseas countries and excluding fares paid to Overseas Carriers only

Since 1992, however, there has been a noticeable decline in the deficit due to a major decline in the outbound travel to the U.S. (following the depreciation of the Canadian dollar relative to the U.S. and world currencies, as well as the Ontario recession), coupled with a significant increase in inbound U.S. travel to Ontario.

Of interest is that the balance on U.S. tourism account generated 32% of the total deficit in 1979, but this grew to 62% in 1994 . This is due to a relatively stagnant U.S. inbound travel to Ontario when Ontario's outbound travel to the U.S. almost doubled. During the same period, Ontario's travel to overseas destinations increased at similar rates to those of the inbound travel from these countries. (see Table 42 in appendix).

Chart 22: Ontario's International Tourism Payments, 1979-1994 (In millions of 1994 dollars)[39]

Year	In the U.S.	In Overseas	Total
1979	$2,584	$1,649	$4,233
1980	$2,561	$1,627	$4,186
1981	$2,432	$1,425	$3,857
1982	$2,220	$1,302	$3,522
1983	$2,520	$1,527	$4,047
1984	$2,621	$1,692	$4,313
1985	$2,612	$1,941	$4,552
1986	$2,679	$1,973	$4,652
1987	$2,977	$2,227	$5,204
1988	$3,456	$2,468	$5,924
1989	$4,060	$2,380	$6,440
1990	$4,854	$2,749	$7,603
1991	$5,440	$2,248	$7,688
1992	$5,529	$2,519	$8,048
1993	$5,370	$2,705	$8,075
1994	$4,912	$2,869	$7,780
Growth 1994/79	90.1%	73.9%	83.8%

[39] Actual payments were deflated using the Travel Price Index.(TPI) for actual spending (excluding transport fares), and a combined index of international fares and the Intercity bus transportation index for transport fares to the U.S. Spending on transport fares paid to overseas countries was deflated using the international air fares index.
Real payments are in 1994 prices

Chart 23: Ontario's International Tourism Receipts, 1979-1994 (In millions of 1994 doll [40]

Year	U.S.	Overseas	Total
79	2,277	993	3,270
80	2,245	1,054	3,298
81	2,193	980	3,173
82	1,864	905	2,769
83	2,002	753	2,755
84	2,155	775	2,930
85	2,317	782	3,098
86	2,463	973	3,436
87	2,490	1,181	3,671
88	2,347	1,378	3,725
89	2,200	1,470	3,670
90	2,354	1,557	3,911
91	2,272	1,267	3,539
92	2,292	1,377	3,669
93	2,452	1,395	3,847
94	2,843	1,612	4,455
Growth 1994/79	24.9%	62.3%	36.2%

[40] Actual receipts were deflated using the Travel Price Index (TPI) for actual spending (excluding transport fares), and a combined index of international fares and the Intercity bus transportation index for transport fares by U.S. residents. Spending on transport fares paid by overseas visitors was deflated using the international air fares index.
Real receipts are in 1994 prices

Chart 24: Ontario Balance on the International Tourism Account, 1979-1994 (In millions of 1994 dollars)[41]

Year	In the U.S.	In Overseas	Total
1979	-306	-656	-962
1980	-315	-573	-888
1981	-239	-445	-684
1982	-356	-397	-753
1983	-518	-774	-1,292
1984	-466	-917	-1,383
1985	-295	-1,159	-1,454
1986	-216	-1,001	-1,216
1987	-487	-1,046	-1,533
1988	-1,109	-1,090	-2,199
1989	-1,860	-910	-2,770
1990	-2,500	-1,192	-3,692
1991	-3,169	-980	-4,149
1992	-3,236	-1,142	-4,379
1993	-2,918	-1,311	-4,229
1994	-2,069	-1,256	-3,325
Growth 1994/79	575.3%	91.6%	245.5%

[41] Real balance is the difference between payments and receipts and is in 1994 prices.

APPENDIX I

Map of Ontario's Travel Regions

Area 1 SOUTHWESTERN ONTARIO
Area 2 FESTIVAL COUNTRY
Area 3 LAKELANDS
Area 4 METROPOLITAN TORONTO
Area 5 GETAWAY COUNTRY
Area 6 ONTARIO EAST
Area 7 NEAR NORTH
Area 8 RAINBOW COUNTRY
Area 9 ALGOMA COUNTRY
Area 10 JAMES BAY FRONTIER
Area 11 NORTH OF SUPERIOR
Area 12 SUNSET COUNTRY

Appendix II: Questionnaires

International Travel Survey of Canadian Residents

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Confidential when completed
Français au verso

Welcome back to Canada!

We are interested in knowing about the trip you have just taken. Information from this voluntary survey will be used by the Canadian travel industry (airlines, tour wholesalers, etc.) to better serve you, the traveling public.

This 2 page questionnaire should take about 10-15 minutes to complete. The survey is conducted under the authority of the Statistics Act (R.S.C. 1985, c. S19) and information from your questionnaire will be kept confidential. If details regarding your trip are unavailable, estimates would be appreciated.

1. Where do you live?
Usual place of residence
PLEASE PRINT

City/Town
Prov./Terr. Postal code

2. Where and when did you leave Canada?

Name of Canadian border crossing or airport — Day Month Year

Where and when did you return to Canada?

Definition of travelling party for the purpose of this questionnaire: ▶ includes yourself and only those for whom you feel comfortable reporting spending and activities.

3. How many people including yourself were in the travelling party?

4. How many people in the travelling party were in each of the following groups?

Age groups ▶	Under 2 years	2 to 11	12 to 14	15 to 19	20 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and over
Female ▶	01	02	03	04	05	06	07	08	09	10	11
Male ▶	12	13	14	15	16	17	18	19	20	21	22

5. What was the travelling party's main reason for taking this trip outside Canada?
Check one only.
(e.g., If a person on a business trip took his/her family along to visit relatives, check reason for trip as Business.)

Business
01 ○ Meetings
02 ○ Convention, conference, trade show, seminar
03 ○ Other work

Pleasure
04 ○ Holiday, vacation
05 ○ Visit friends or relatives
06 ○ Visit second home, cottage, condo
07 ○ Attend events, attractions

Other
08 ○ Personal (medical, wedding, etc.)
09 ○ Transit to / from other parts of Canada
10 ○ Educational study
11 ○ Shopping
12 ○ Other – *Specify* _____

6. On this trip outside Canada did anyone in the travelling party
Check all that apply.

21 ○ Visit friends or relatives
22 ○ Attend festivals or fairs
23 ○ Attend cultural events (plays, concerts, etc.)
24 ○ Attend sports events
25 ○ Go shopping
26 ○ Go sightseeing
27 ○ Participate in nightlife/ entertainment
28 ○ Dine at high quality restaurants
29 ○ Visit a theme park
30 ○ Visit a zoo, museum, natural display
31 ○ Visit a National, State, Regional Park or Historic site
32 ○ Participate in sports or outdoor activities – *Specify* ▼
- 33 ○ Swimming
- 34 ○ Other water sports
- 35 ○ Hunting or fishing
- 36 ○ Cross country skiing
- 37 ○ Downhill skiing
- 38 ○ Other sports – *Specify* _____

39 ○ Other – *Specify* _____

7. In comparison with Canada, generally how would you rate the following aspects of your trip?

	Better	Same	Not as good
Transportation services	01 ○	06 ○	11 ○
Accommodation services	02 ○	07 ○	12 ○
Hospitality of local people	03 ○	08 ○	13 ○
Value for your money	04 ○	09 ○	14 ○
Variety of things to see and do	05 ○	10 ○	15 ○

8. Leaving Canada, did you travel . . .
1 ○ To U.S.A. only (including Hawaii)
2 ○ Directly to other countries
3 ○ To other countries via the U.S.A.

Returning to Canada, did you travel . . .
4 ○ From U.S.A. only (including Hawaii)
5 ○ Directly from other countries
6 ○ From other countries via the U.S.A.

9. For this trip, what means of transportation did you use

. . . to leave Canada? *Check one only*
Commercial: 01 ○ Plane; 02 ○ Train; 03 ○ Boat; 04 ○ Bus
Other: 05 ○ Private automobile; 06 ○ Rented automobile; 07 ○ Private plane; 08 ○ Private boat; 09 ○ Other

. . . to return to Canada? *Check one only*
Commercial: 10 ○ Plane; 11 ○ Train; 12 ○ Boat; 13 ○ Bus
Other: 14 ○ Private automobile; 15 ○ Rented automobile; 16 ○ Private plane; 17 ○ Private boat; 18 ○ Other

. . . while outside Canada? *Check all that apply*
Commercial: 19 ○ Plane; 20 ○ Train; 21 ○ Boat; 22 ○ Bus
Other: 23 ○ Private automobile; 24 ○ Rented automobile; 25 ○ Private plane; 26 ○ Private boat; 27 ○ Other (metro, subway, taxi)

If commercial transportation was not used to leave, return or while outside Canada, then go to Question 14.

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10. If commercial transportation (plane, bus, train or boat) was used, please report the routes, carriers and fares. *Please print.*

From where did the travelling party leave? *Name of city and country*	To where did the travelling party go? *Name of city and country*	What was the name of the carrier(s) used?	Were the fares . . . *Check one* 1 One way 2 Return trip 3 Package tour	How much were these fares (including package tours) for the entire travelling party?	Currency *(if other than Cdn dollar)*
			1 ○ 2 ○ 3 ○	, , , , , .00	
			○ ○ ○	, , , , , .00	
			○ ○ ○	, , , , , .00	
			○ ○ ○	, , , , , .00	
			○ ○ ○	, , , , , .00	
			○ ○ ○	, , , , , .00	
			○ ○ ○	, , , , , .00	
			○ ○ ○	, , , , , .00	
			○ ○ ○	, , , , , .00	

11. What class of fares were used? *(Check all that apply)*
1 ○ First class 3 ○ Economy class 5 ○ Frequent flyer plan
2 ○ Business class 4 ○ Charter class

12. Were these fares *(Check all that apply)*
1 ○ Part of a package which included the following items ▶ 2 ○ Accommodation / meals 4 ○ Rented car
3 ○ Accommodation only 5 ○ Other

13. Did your trip include
6 ○ A cruise 7 ○ A Eurail pass

14. For this trip, what was the **total spending outside Canada** for all persons in the **travelling party**?
Include cash/credit transactions for food, accommodation, entertainment, merchandise, gifts, auto operation, local transportation, etc. Exclude fares reported in Question 10. Estimates appreciated.
Amount , , , , , .00 Currency *(if other than Cdn dollar)*
Number of persons included in spending ▶ , ,

15. What countries or U.S. state(s) did the travelling party visit?
Please name all places visited even if you did not stay overnight. (Exclude visits to airports for the purpose of changing planes.)
Please print

	What was the total amount spent by the travelling party in each country or state?	Currency *(if other than Cdn dollar)*	How many nights were spent in each country or state?	Where did the travelling party stay? *Check all that apply* Hotel	Motel	Home of friends or relatives	Camping or trailer park	Cottage or cabin	Other
	, , , , , .00		, ,	1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
	, , , , , .00		, ,	○	○	○	○	○	○
	, , , , , .00		, ,	○	○	○	○	○	○
	, , , , , .00		, ,	○	○	○	○	○	○
	, , , , , .00		, ,	○	○	○	○	○	○
	, , , , , .00		, ,	○	○	○	○	○	○
	, , , , , .00		, ,	○	○	○	○	○	○
	, , , , , .00		, ,	○	○	○	○	○	○
	, , , , , .00		, ,	○	○	○	○	○	○
	, , , , , .00		, ,	○	○	○	○	○	○

16. Please estimate total spending for each of the following categories.
If more convenient, report approximate percentages (%) of total spending.

Estimates appreciated, but the sums in Questions 14, 15 and 16 should agree.

	Total spending *(in same currency as question 14)* or %
Accommodation	, , , , , .00 or , ,
Transportation within country(ies) visited *(include gasoline expenditures, rented car, intercity plane, bus and train fares, local bus, taxi)*	, , , , , .00 or , ,
Food and beverage	, , , , , .00 or , ,
Recreation and entertainment	, , , , , .00 or , ,
Other *(souvenirs, shopping, photos, etc.)*	, , , , , .00 or , ,

17. Does anyone in the **travelling party** own any of the accommodations used on this trip? 1 ○ Yes 3 ○ No

18. What percentage of these expenditures *(including fares)* was paid . . . personally? *(including family/friends)* , , % by business? , , % by government? , , %

We welcome comments on any aspect of your trip including those which would help us to better understand your responses.
Please use attached postage paid envelope to mail your questionnaire.

Comments

THANK YOU VERY MUCH FOR YOUR CO-OPERATION

Enquête sur les Canadiens revenant d'un voyage international

Bon Retour au Canada!

Nous sommes intéressés à obtenir des renseignements sur le voyage que vous venez de terminer. Les renseignements obtenus de cette enquête volontaire seront utilisés par l'industrie du tourisme (les compagnies aériennes, les grossistes en voyages à forfait, etc.) pour mieux vous servir, vous, le public voyageur.

Ce questionnaire de deux pages devrait prendre de 10 à 15 minutes de votre temps. L'enquête est menée selon les dispositions de la Loi sur la statistique (L.R.C. 1985, ch. S-19) qui garantit la confidentialité des renseignements demandés dans votre questionnaire.

Si des chiffres précis concernant les dépenses de voyage ne sont pas disponibles, des estimations seraient appréciées.

5[1] — 399955

Confidentiel une fois rempli
English on reverse

1. Où habitez-vous?
Lieu habituel de résidence
EN LETTRES MOULÉES

Cité/Ville
Prov./Terr. | Code postal

2. Où et quand avez-vous quitté le Canada?

Endroit (poste-frontière ou aéroport canadien) | Jour | Mois | Année

Où et quand êtes-vous revenu(e) au Canada?

Aux fins de ce questionnaire, voici la définition d'un **groupe**: ▶ nous vous demandons d'inclure vous-même et seulement les personnes pour qui vous ne voyez pas d'inconvénient à rapporter les dépenses et les activités.

3. Combien de personnes, y compris vous-même, comptait votre groupe?

4. Combien de personnes du groupe sont comprises dans les catégories suivantes?

Groupes d'âge ▶	Moins de 2 ans	2 à 11	12 à 14	15 à 19	20 à 24	25 à 34	35 à 44	45 à 54	55 à 64	65 à 74	75 ans et plus
Féminin ▶	01	02	03	04	05	06	07	08	09	10	11
Masculin ▶	12	13	14	15	16	17	18	19	20	21	22

5. Quelle a été la raison principale pour laquelle le groupe a effectué ce voyage à l'extérieur du Canada?
Veuillez cocher seulement une case.
(Exemple: si, à l'occasion d'un voyage d'affaires, votre conjoint et les enfants vous ont accompagné(e) en vue de visiter des parents, veuillez cocher seulement la rubrique "Affaires".)

Affaires
- 01 ○ Réunions
- 02 ○ Participer à un congrès, une conférence, une foire commerciale
- 03 ○ Autre travail

Agrément
- 04 ○ Agrément/vacances
- 05 ○ Visiter des amis ou des parents
- 06 ○ Se rendre à une résidence secondaire, maison de campagne, copropriété
- 07 ○ Participer à des événements, voir des attractions

Autre
- 08 ○ Raisons personnelles (*visite médicale, mariage...*)
- 09 ○ Être en transit pour ailleurs au Canada
- 10 ○ Faire des études
- 11 ○ Faire des achats

12 ○ Autre – *Veuillez préciser* _____

6. À l'occasion de ce voyage à l'extérieur du Canada, un membre du groupe a-t-il
Cochez toutes les cases pertinentes.

- 21 ○ Visité des amis ou des parents
- 22 ○ Assisté à des festivals ou manifestations
- 23 ○ Assisté à des manifestations culturelles (*théâtre, concerts...*)
- 24 ○ Assisté à des manifestations sportives
- 25 ○ Fait des achats
- 26 ○ Fait des visites/circuits touristiques
- 27 ○ Participé à la vie nocturne/divertissements
- 28 ○ Soupé dans des restaurants gastronomiques
- 29 ○ Visité un parc thématique
- 30 ○ Visité un zoo, un musée, un site naturel
- 31 ○ Visité un parc national, d'état ou régional ou un lieu historique
- 32 ○ Participé à des activités sportives ou de plein air – *Précisez* ▼
  - 33 ○ Natation
  - 34 ○ Autres sports aquatiques
  - 35 ○ Chasse ou pêche
  - 36 ○ Ski de fond
  - 37 ○ Ski alpin
  - 38 ○ Autres activités sportives – *Précisez* _____
- 39 ○ Autres activités – *Précisez* _____

7. En comparaison avec le Canada, dans quelle catégorie classeriez-vous les aspects suivants de votre voyage?

	Meilleur	Même	Moindre
Les transports	01 ○	09 ○	11 ○
L'hébergement	03 ○	07 ○	13 ○
L'hospitalité de la population locale	05 ○	08 ○	15 ○
Le rapport qualité-prix	04 ○	09 ○	14 ○
Beaucoup de choses à faire/voir	06 ○	10 ○	16 ○

8. Au départ du Canada, êtes-vous allé(e)
- 1 ○ Aux É.-U. seulement (*incluant Hawaï*)
- 2 ○ Directement vers d'autres pays
- 3 ○ Vers d'autres pays via les É.-U.

À votre retour au Canada, êtes-vous revenu(e)
- 4 ○ Des É.-U. seulement (*incluant Hawaï*)
- 5 ○ Directement d'autres pays
- 6 ○ D'autres pays via les É.-U.

9. Pour ce voyage, quel moyen de transport avez-vous utilisé

	Commercial		Autre		
pour quitter le Canada? *Cochez une case seulement*	01 ○ Avion	05 ○ Bateau	06 ○ Automobile privée	07 ○ Avion privé	08 ○ Autre
	02 ○ Train	04 ○ Autocar	09 ○ Automobile louée	06 ○ Bateau privé	
pour revenir au Canada? *Cochez une case seulement*	10 ○ Avion	13 ○ Bateau	14 ○ Automobile privée	15 ○ Avion privé	16 ○ Autre
	11 ○ Train	13 ○ Autocar	15 ○ Automobile louée	17 ○ Bateau privé	
à l'extérieur du Canada? *Cochez toutes les cases pertinentes*	19 ○ Avion	21 ○ Bateau	23 ○ Automobile privée	25 ○ Avion privé	27 ○ Autre
	20 ○ Train	22 ○ Autocar	24 ○ Automobile louée	26 ○ Bateau privé	(*Ne montre, ni rame*)

Si vous n'avez pas déclaré de modes de transport commerciaux pour quitter, revenir ou à l'extérieur du Canada, passez à la question 14

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10. Si vous avez utilisé des modes de transport commerciaux (avion, autocar, train ou bateau) veuillez indiquer les itinéraires, les transporteurs et les tarifs. *En lettres moulées.*

Point de départ du groupe *Nom de la ville et du pays*	Point d'arrivée du groupe *Nom de la ville et du pays*	Nom du transporteur utilisé	Les tarifs étaient ... (Cochez une case) 1 Aller simple 2 Aller-retour 3 Forfait	Total des tarifs pour le groupe (incluant les forfaits)	Devise *(si différente du dollar canadien)*
			1 ○ 2 ○ 3 ○	.00	
			○ ○ ○	.00	
			○ ○ ○	.00	
			○ ○ ○	.00	
			○ ○ ○	.00	
			○ ○ ○	.00	
			○ ○ ○	.00	
			○ ○ ○	.00	

11. Quelle classe de tarif a été utilisée? *(Cochez toutes les cases pertinentes)*
1 ○ Première classe 2 ○ Classe d'affaires 3 ○ Classe économique 4 ○ Forfait 5 ○ Programme pour grands voyageurs

12. Les tarifs étaient ... *(Cochez toutes les cases pertinentes)*
1 ○ Partie d'un forfait ou incluait les items suivants ▶ 2 ○ Hébergement/repas 3 ○ Hébergement seulement 4 ○ Location de voiture 5 ○ Autre

13. Est-ce que le voyage comprenait ... 6 ○ Une croisière 7 ○ Un laissez-passer Eurorail

14. Pour ce voyage à l'extérieur du Canada, quel a été le total des dépenses de toutes les personnes du **groupe**?
Le total des dépenses comprend les opérations commerciales effectuées au comptant ou à crédit pour, entre autres, l'alimentation, l'hébergement, les divertissements, les achats de marchandise et de cadeaux, l'utilisation d'une automobile, le transport local – mais exclut les frais de transport déclarés à la question 10. Les estimations seraient appréciées.
Montant .00 — Devise *(si différente du dollar canadien)*
Nombre de personnes faisant partie des dépenses ▶

15. Quel(s) pays ou état(s) américain(s) le groupe a-t-il visité(s)?
Veuillez indiquer tous les endroits que vous avez visités, même si vous n'y avez pas passé la nuit. (A l'exception des escales aux aéroports pour changer d'avion)
En lettres moulées

Quel a été le montant total dépensé par le groupe dans chaque état ou pays?	Devise *(si différente du dollar canadien)*	Nombre de nuits	Type d'hébergement utilisé *Cochez toutes les cases pertinentes* Hôtel	Motel	Amis ou parents	Terrain de camping	Chalet	Autre
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
.00			1 ○	2 ○	3 ○	4 ○	5 ○	6 ○

16. Veuillez évaluer les dépenses totales engagées selon les catégories suivantes.
Si c'est plus commode, veuillez indiquer un pourcentage (%) par rapport au total des dépenses.
Les estimations seraient appréciées, mais les totaux des questions 14, 15 et 16 doivent coïncider.

	Total des dépenses *(même devise qu'à la question 14)*	ou	%
Hébergement	.00	ou	
Déplacement dans le(s) pays visité(s) *(y compris l'essence, les voyages en train et en avion, la location d'une voiture, les déplacements interurbains et locaux en autocar et en taxi)*	.00	ou	
Aliments et boissons	.00	ou	
Loisirs et divertissements	.00	ou	
Autres *(souvenirs, achats, photos, etc.)*	.00	ou	

17. Au sein du **groupe**, y a-t-il quelqu'un qui possède les installations d'hébergement utilisées pendant ce voyage?
1 ○ Oui 2 ○ Non

18. Quel pourcentage de ces dépenses a été payé *(y compris les tarifs payés pour le transport commercial)* ...
Personnellement? *(y compris des parents/amis)* % par l'entreprise? % par l'Etat? %

Nous accueillons avec plaisir les commentaires sur tout aspect de votre voyage y compris ceux qui nous aideraient à mieux comprendre vos réponses.
Veuillez utiliser l'enveloppe affranchie ci-incluse pour retourner votre questionnaire complété.

Commentaires

MERCI DE VOTRE COLLABORATION

Appendix III: Detailed Tabulations

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE - 1994
BASE: ONTARIO RESIDENTS SAME DAY TRIPS TO THE UNITED STATES (U.S. AS A MAIN DESTINATION)

TABLE 1

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
TOTAL	18,156,200	1,143,500	1,583,600	10,708,800	4,720,300
MAIN TRIP REASON	18,156,300	1,143,500	1,583,600	10,708,800	4,720,400
MEETINGS	1,137,300	1,137,300	-	-	-
CONVENTION, CONFER., TRADE SHOW, SEMINAR	1,900	1,900	-	-	-
OTHER WORK	4,300	4,300	-	-	-
HOLIDAY, VACATION	10,520,700	-	-	10,520,700	-
VISITS FRIENDS OR RELATIVES	1,583,600	-	1,583,600	-	-
ATTEND EVENTS OR ATTRACTIONS	188,100	-	-	188,100	-
PERSONAL (MEDICAL, WEDDING, ETC)	500	-	-	-	500
EDUCATIONAL STUDY	200	-	-	-	200
SHOPPING	151,000	-	-	-	151,000
OTHER	2,701,300	-	-	-	2,701,300
COMMUTING TO WORK	527,700	-	-	-	527,700
NOT STATED	1,339,700	-	-	-	1,339,700
TRANSPORTATION MODE	18,156,200	1,143,500	1,583,600	10,708,800	4,720,300
AUTO	17,444,500	1,004,600	1,485,200	10,437,400	4,517,300
PLANE	83,000	78,200	-	1,800	3,000
BUS	504,500	-	84,400	257,500	162,600
BOAT	74,900	60,700	14,100	100	-
OTHER	49,400	-	-	12,000	37,400
TRAVELLING PARTY SIZE	18,156,500	1,143,500	1,583,800	10,708,800	4,720,400
1 PERSON	3,634,500	518,100	280,300	1,430,000	1,406,100
2 PERSONS	7,274,900	391,300	588,400	4,845,400	1,449,800
3 PERSONS	2,573,900	121,800	187,600	1,706,800	557,700
4 PERSONS	2,590,300	70,900	267,100	1,789,400	462,900
5 - 9 PERSONS	1,838,900	41,400	260,400	937,200	599,900
10 + PERSONS	244,000	-	-	-	244,000
SURVEY QUARTER	18,156,300	1,143,500	1,583,700	10,708,800	4,720,300
1ST. QUARTER	4,148,300	149,500	140,800	2,938,700	919,300
2ND. QUARTER	4,441,200	385,800	483,100	2,301,000	1,271,300
3RD. QUARTER	5,073,400	371,400	539,300	2,729,200	1,433,500
4TH. QUARTER	4,493,400	236,800	420,500	2,739,900	1,096,200

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE - 1994
BASE: ONTARIO RESIDENTS SAME DAY TRIPS TO THE UNITED STATES (U.S. AS A MAIN DESTINATION)

TABLE 2

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE			
		BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
ACTIVITIES, EXCLUDES S.D. AUTO	1,445,900	261,400	183,100	678,000	323,300
VISIT FRIENDS OR RELATIVES	112,400	60,800	42,300	-	9,300
ATTEND FESTIVALS OR FAIRS	74,700	60,700	14,100	-	-
ATTEND CULTURAL EVENTS (PLAYS, CONCERTS)	121,100	60,800	14,100	37,200	9,000
ATTEND SPORTS EVENTS	28,500	200	28,300	-	-
GO SHOPPING	334,000	2,100	28,300	128,900	174,700
GO SIGHTSEEING	318,200	1,100	56,100	190,100	70,900
PARTICIPATE IN NIGHTLIFE/ENTERTAINMENT	107,800	-	-	107,800	-
DINE AT HIGH QUALITY RESTAURANTS	56,900	11,100	-	22,700	23,200
VISIT A THEME PARK	11,300	-	-	11,300	-
VISIT A ZOO, MUSEUM, NATURAL DISPLAY	22,600	500	-	22,100	-
VISIT NATIONAL/STATE/REG. PARK, HIST SITE	23,300	100	-	14,100	9,000
PARTICIPATE IN SPORTS/OUTDOOR ACTIVITIES	9,300	-	-	300	9,000
OTHER WATER SPORTS	100	-	-	100	-
DOWNHILL SKIING	9,000	-	-	-	9,000
OTHER SPORTS	200	-	-	200	-
OTHER ACTIVITIES	155,300	3,500	-	143,200	8,600
NO ACTIVITY STATED	61,100	60,500	-	-	600
TRIP SPENDING (OUTSIDE CANADA) ($)					
TOTAL SPENDING	653,280,800	40,216,800	41,166,800	462,854,500	109,582,700
ACCOMMODATION	18,800	18,800	-	-	-
TRANSPORTATION (IN COUNTRIES) (VISITED)	2,450,500	2,427,900	-	18,200	4,400
FOOD AND BEVERAGE	12,158,200	1,414,600	3,428,200	3,041,300	4,274,100
RECREATION AND ENTERTAINMENT	4,530,000	85,100	706,600	3,738,300	-
OTHER (SOUVENIRS, SHOPPING, ETC)	2,558,700	112,300	-	75,100	2,371,200
TRIP SPENDING REPORTED IN DETAIL	21,716,200	4,058,800	4,134,800	6,872,900	6,649,700
TRIP SPENDING RANGE	18,156,200	1,143,500	1,583,600	10,708,800	4,720,300
NO TRIP SPENDING	2,954,700	470,900	507,900	554,300	1,421,600
LESS THAN $50	7,919,000	378,500	607,700	4,946,700	1,986,100
$50 - $199	6,067,900	164,500	381,500	4,457,200	1,064,600
$200 - $299	765,700	88,500	71,000	440,200	166,000
$300 - $499	220,200	18,300	1,900	148,200	51,800
$500 - $699	39,400	2,800	5,700	24,500	6,500
$700 - $999	54,800	20,000	-	22,500	12,300
$1,000 - $1,999	79,500	-	6,600	62,100	10,800
$2,000 - $3,999	452,200	-	-	42,200	-
$4,000 - $5,999	3,700	-	-	2,900	800

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE - 1994 TABLE 3
BASE: ONTARIO RESIDENTS SAME DAY TRIPS TO THE UNITED STATES (U.S. AS A MAIN DESTINATION)

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
TOTAL SPENDING RANGE:					
$6,000 - $7,999	9,100	-	1,200	8,000	-
TOTAL SPENDING OUTSIDE CANADA ($)	653,820,800	40,216,800	41,166,800	462,854,500	109,582,700
TOTAL SPENDING IN THE U.S.A.	653,820,800	40,216,800	41,166,800	462,854,500	109,582,700
	-				
SEX OF TRAVELLER	18,156,200	1,143,500	1,583,600	10,708,800	4,720,300
NOT STATED/EXCLUDED ON S.D. AUTO	17,764,400	1,010,600	1,485,200	10,639,500	4,629,100
MALE	206,800	8,600	50,700	22,600	44,900
FEMALE	185,100	44,400	47,700	46,700	46,300
AGE OF TRAVELLER:	18,156,200	1,143,500	1,583,600	10,708,800	4,720,300
NOT STATED/EXCLUDED ON S.D. AUTO	17,764,400	1,010,600	1,485,200	10,639,500	4,629,100
20 TO 24	24,800	28	-	200	23,300
25 TO 34	44,600	16,200	28,200	200	-
35 TO 44	159,000	85,200	25,400	12,000	36,400
45 TO 54	139,200	21,900	449,010	56,500	15,900
55 TO 64	7,000	6,500	-	400	200
65 TO 74	2,600	1,900	-	-	700
75 AND OVER	14,700	-	-	-	14,700
COMPOSITION OF TRAVELLING PARTY:	18,156,200	1,143,500	1,583,600	10,708,800	4,720,300
NOT STATED/EXCLUDED ON S.D. AUTO	17,764,400	1,010,600	1,485,200	10,639,500	4,629,100
TRAVELLING ALONE	87,300	38,600	14,100	12,400	22,300
2 ADULTS	137,600	77,800	28,300	800	30,700
3 OR MORE ADULTS	166,900	16,500	56,100	56,100	38,200
TOURISM REGION OF RESIDENCE:	18,156,200	1,143,500	1,583,600	10,708,800	4,720,300
SOUTHWESTERN ONTARIO	6,445,800	424,900	704,000	3,445,800	1,871,500
FESTIVAL COUNTRY	4,984,400	260,200	325,900	3,116,000	1,282,300
GEORGIAN HIGHLANDS	59,000	6,800	4,900	18,000	29,300
METRO TORONTO	1,218,100	139,200	130,700	705,100	243,200
CENTRAL ONTARIO	341,300	29,000	10,200	225,600	76,500
ONTARIO EAST	1,493,500	115,400	173,300	921,900	282,900
ALGONQUIN/NIPISSING	16,800	500	2,100	3,100	11,100
RAINBOW COUNTRY	33,800	4,300	-	12,000	17,400
ALGOMA/KINNIWABI	2,295,700	106,900	108,300	1,542,100	538,400
COCHRANE/TIMISKAMING	20,200	3,900	-	12,900	3,400
NORTH OF SUPERIOR	382,800	2,500	29,600	221,600	129,000
NORTHWEST ONTARIO	807,300	46,200	85,900	448,500	226,700
NOT STATED (ONT)	57,500	3,700	8,700	36,700	8,500
*** UNWEIGHTED RECORD COUNTS					

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE - 1994

BASE: ONTARIO RESIDENTS SAME DAY TRIPS TO THE UNITED STATES (U.S. AS A MAIN DESTINATION)

TABLE 4

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
*** UNWEIGHTED RECORD COUNTS ***					
NUMBER OF TRIP RECORDS SELECTED	6,545	729	488	3,743	1,585
*** PERSON-TRIP WEIGHTED AVERAGES ***					
AVERAGE PARTY SIZE	1.99	1.47	2.10	2.13	1.84
AVERAGE TRIP DURATION (NIGHTS)	-	-	-	-	-
AVERAGE REPORTED SPENDING/TRIP ($)	36.01	35.17	26.00	43.22	23.22

FOOTNOTES:

1) THIS PROFILE USES PERSON-TRIPS FOR WEIGHTING

2) THE FOLLOWING SYMBOLS ARE USED:

FIGURES NOT APPLICABLE

0 FIGURES UNDER 50

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE 1994 TABLE 5
BASE: ONTARIO RESIDENTS OVERNIGHT PERSON TRIPS TO THE U.S.
(U.S. AS A MAIN DESTINATION)

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
TOTAL	7,148,600	1,289,600	1,361,800	3,668,800	828,400
MAIN TRIP REASON:	7,148,600	1,289,600	1,361,800	3,668,800	828,400
MEETINGS	628,600	628,600	-	-	-
CONVENTION, CONFER., TRADE SHOW, SEMINAR	510,000	510,000	-	-	-
OTHER WORK	151,100	151,100	-	-	-
HOLIDAY, VACATION	2,971,700	-	-	2,971,000	-
VISIT FRIENDS OR RELATIVES	1,361,800	-	1,361,800	-	-
VISIT SECOND HOME, COTTAGE, CONDO	243,600	-	-	243,600	-
ATTEND EVENTS , ATTRACTIONS	453,400	-	-	453,400	-
PERSONAL (MEDICAL, WEDDING, ETC)	206,500	-	-	-	206,500
TRANSIT TO/FROM OTHER PARTS OF CANADA	92,200	-	-	-	92,200
EDUCATIONAL STUDY	55,500	-	-	-	55,500
SHOPPING	205,400	-	-	-	205,400
OTHER	258,700	-	-	-	258,700
NOT STATED	10,100	-	-	-	10,100
TRANSPORTATION MODE.	7,148,600	1,289,600	1,361,800	3,668,800	828,400
AUTO	4,862,400	429,100	1,097,900	2,632,800	702,600
PLANE	1,748,900	832,800	198,400	661,300	56,300
BUS	273,300	6,900	-	216,500	50,000
TRAIN	28,100	9,400	-	16,900	1,800
BOAT	59,200	11,500	41,400	6,200	100
OTHER	176,700	-	24,100	135,100	17,600
TRAVELLING PARTY SIZE	7,148,600	1,289,600	1,361,800	3,668,800	828,400
1 PERSON	1,130,200	575,600	240,600	229,300	84,700
2 PERSONS	2,951,200	355,900	595,300	1,694,500	305,500
3 PERSONS	879,400	126,300	189,800	446,800	116,500
4 PERSONS	1,282,700	120,100	193,900	785,800	182,900
5 - 9 PERSONS	836,400	100,800	140,500	467,400	127,700
10 + PERSONS	68,800	10,900	1,800	45,000	11,100
SURVEY QUARTER	7,148,600	1,289,600	1,361,800	3,668,800	828,400
1ST. QUARTER	1,678,800	294,900	244,100	997,100	142,700
2ND. QUARTER	1,775,400	404,200	321,000	861,900	188,400
3RD. QUARTER	2,229,900	288,100	442,900	1,205,100	293,700
4TH. QUARTER	1,464,600	302,500	353,800	604,700	203,500
TRIP DURATION:	7,148,600	1,289,600	1,361,800	3,668,800	828,400
1 NIGHT	1,158,700	335,000	193,500	384,900	245,300

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE 1994
BASE: ONTARIO RESIDENTS OVERNIGHT PERSON TRIPS TO THE U.S.
(U.S. AS A MAIN DESTINATION)

TABLE 6

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
TRIP DURATION:					
2 NIGHTS	1,665,100	271,900	317,700	773,200	302,300
3 NIGHTS	915,500	186,900	230,900	393,200	104,400
4 - 6 NIGHTS	1,194,700	357,300	259,900	463,700	113,900
7 - 9 NIGHTS	921,800	92,900	161,100	646,000	21,900
10 - 13 NIGHTS	495,900	26,200	99,300	354,000	16,400
14 - 16 NIGHTS	285,200	7,200	40,400	234,300	3,200
17 - 20 NIGHTS	124,900	5,000	21,800	96,700	1,400
21 - 30 NIGHTS	142,400	3,800	27,800	106,300	4,500
31 - 59 NIGHTS	115,300	2,800	6,300	104,000	2,200
60+ NIGHTS	129,100	600	3,100	112,700	12,700
DURATION (IN TRIP-NIGHTS)	52,233,100	4,580,100	7,339,400	39,539,300	3,774,200
1 NIGHT	1,158,700	335,000	193,500	384,900	245,300
2 NIGHTS	3,330,200	543,800	635,400	1,546,300	604,700
3 NIGHTS	2,746,400	560,700	692,800	1,179,500	313,300
4 - 6 NIGHTS	5,666,400	1,695,700	1,216,200	2,233,500	521,000
7 - 9 NIGHTS	7,105,200	704,700	1,250,700	4,979,400	170,400
10 - 13 NIGHTS	5,541,300	287,500	1,144,400	3,929,800	179,700
14 - 16 NIGHTS	4,174,200	104,100	581,800	3,440,800	47,600
17 - 20 NIGHTS	2,252,700	93,700	392,900	1,739,100	27,000
21 - 30 NIGHTS	3,522,100	89,700	670,200	2,655,800	106,400
31 - 59 NIGHTS	4,484,900	113,300	229,000	4,044,100	98,500
60+ NIGHTS	15,250,900	51,900	332,600	13,406,200	1,460,100
ACTIVITIES, EXCLUDES S.D. AUTO	27,968,200	3,593,700	4,993,400	17,099,300	2,281,800
VISIT FRIENDS OR RELATIVES	2,765,000	184,300	1,300,300	1,007,800	272,700
ATTEND FESTIVALS OR FAIRS	612,600	50,600	154,400	393,700	43,900
ATTEND CULTURAL EVENTS (PLAYS, CONCERTS)	639,500	69,500	166,100	366,300	37,600
ATTEND SPORTS EVENTS	696,000	97,200	80,600	455,800	62,500
GO SHOPPING	5,102,200	656,300	957,500	2,913,900	574,400
GO SIGHTSEEING	339,180	403,000	493,500	2,276,500	218,800
PARTICIPATE IN NIGHTLIFE/ENTERTAINMENT	1,684,800	361,400	209,500	974,300	139,500
DINE AT HIGH QUALITY RESTAURANTS	2,645,700	637,400	347,300	1,436,600	224,300
VISIT A THEME PARK	7,887,900	55,500	69,100	643,000	20,400
VISIT A ZOO, MUSEUM OR NATURAL DISPLAY	1,003,700	105,700	168,500	691,500	37,800
VISIT NATIONAL/STATE/REG PARK, HIST SITE	1,354,500	142,400	176,900	958,000	77,100
PARTICIPATE IN SPORTS/OUTDOOR ACTIVITIES	2,835,900	269,500	344,000	20,401,400	182,200
SWIMMING	1,893,900	146,800	224,300	1,421,400	101,300
OTHER WATER SPORTS	235,700	12,700	40,100	168,800	14,100
HUNTING OR FISHING	142,200	3,800	36,300	96,100	6,000
CROSS-COUNTRY SKIING	23,500	3,800	1,600	17,800	300
DOWNHILL SKIING	224,700	15,500	7,500	185,300	16,400

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE 1994
BASE: ONTARIO RESIDENTS OVERNIGHT PERSON TRIPS TO THE U.S.
(U.S. AS A MAIN DESTINATION)

TABLE 7

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
ACTIVITIES, EXCLUDES S.D. AUTO					
OTHER SPORTS	1,114,800	128,900	135,200	767,900	82,800
OTHER ACTIVITIES	489,400	43,800	59,000	282,500	104,200
NO ACTIVITY STATED	324,600	205,600	21,700	32,000	65,400
TRIP SPENDING OUTSIDE CANADA ($)					
TOTAL SPENDING	3,560,997,800	773,875,900	312,130,500	2,237,854,100	237,137,400
ACCOMMODATION	986,176,100	323,225,200	39,884,000	562,673,700	60,393,300
TRANSPORTATION IN COUNTRIE(S) VISITED	300,533,500	86,857,500	32,225,000	163,460,100	18,191,000
FOOD AND BEVERAGE	667,052,600	144,784,600	68,533,800	409,997,900	43,736,300
RECREATION AND ENTERTAINMENT	303,421,300	37,661,300	24,716,500	225,616,100	15,427,400
OTHER (SOUVENIRS, SHOPPING, ETC)	454,420,100	53,409,400	68,607,800	287,368,400	45,034,600
TRIP SPENDING REPORTED IN DETAIL	2,711,603,700	645,738,000	233,967,100	1,649,116,200	182,782,500
TRIP SPENDING RANGE					
NOT SPECIFIED	7,148,600	1,289,600	1,361,800	3,668,800	828,400
LESS THAN $50	33,600	6,400	19,700	4,700	2,800
$50 - $199	149,800	16,500	82,700	21,800	28,700
$200 - $299	866,600	124,100	316,500	260,400	165,600
$300 - $499	819,300	149,300	247,200	319,400	103,400
$500 - $699	1,102,100	185,800	286,000	456,200	174,100
$700 - $999	910,300	167,600	133,300	474,100	135,300
$1,000 - $1,999	643,800	147,700	74,900	343,400	77,900
$2,000 - $3,999	1,245,800	256,300	120,500	766,800	102,100
$4,000 - $5,999	957,900	168,100	72,900	695,100	21,800
$6,000 - $7,999	257,800	41,800	4,700	203,600	7,700
$8,000 - 9,999	74,600	13,400	900	56,900	3,500
$10,000 OR MORE	45,200	8,300	2,100	32,200	2,700
	41,800	4,300	700	34,100	2,800
TOTAL SPENDING OUTSIDE CANADA ($)	3,560,997,800	773,875,900	312,130,500	2,237,854,100	237,137,400
TOTAL SPENDING IN THE U.S.A.	3,551,877,800	770,217,400	311,804,400	2,237,397,800	236,458,300
TOTAL SPENDING OVERSEAS	9,120,000	3,458,500	326,000	4,456,300	679,100
SEX OF TRAVELLER					
NOT STATED/EXCLUDED ON S.D. AUTO	7,148,600	1,289,600	1,361,800	3,668,800	828,400
MALE	452,000	66,100	107,200	205,600	73,200
FEMALE	3,293,700	15,500	576,600	1,569,500	333,100
	3,402,900	15,500	678,100	1,893,700	422,200
AGE OF TRAVELLER		15,500			
NOT STATED/EXCLUDED ON S.D. AUTO	7,148,600	15,500	1,361,800	3,668,800	828,400
UNDER 2 YEARS	452,000	15,500	107,200	205,600	73,200
2 TO 11	65,300	15,500	23,400	27,500	8,100
12 TO 14	463,400	15,500	99,100	311,200	34,600
	164,600	15,500	30,500	95,900	21,900

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE 1994
BASE: ONTARIO RESIDENTS OVERNIGHT PERSON TRIPS TO THE U.S.
(U.S. AS A MAIN DESTINATION)

TABLE 8

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
AGE OF TRAVELLER:					
15 TO 19	195,500	13,800	40,800	103,500	37,500
20 TO 24	277,300	27,100	63,100	131,200	55,900
25 TO 34	989,600	2,798,010	161,000	438,900	109,900
35 TO 44	1,319,800	372,000	176,000	619,800	152,100
45 TO 54	1,398,400	326,300	275,600	654,300	142,200
55 TO 64	1,012,400	136,300	165,000	6,069,010	104,200
65 TO 74	654,700	23,400	164,700	390,900	75,700
75 AND OVER	155,600	3,700	55,500	83,300	13,100
COMPOSITION OF TRAVELLING PARTY:					
NOT STATED/EXCLUDED ON S.D. AUTO	7,148,600	1,289,600	1,361,800	3,668,800	828,400
TRAVELLING ALONE	452,000	66,100	107,200	205,600	73,200
2 ADULTS	992,800	546,300	217,900	168,100	60,500
3 OR MORE ADULTS	2,774,200	334,200	543,900	1,618,000	278,100
ALONE WITH CHILD(REN)	1,326,700	245,000	137,500	698,500	245,700
2 ADULTS WITH CHILD(REN)	114,900	2,400	50,500	53,800	8,200
3 OR MORE ADULTS TRAVELLING WITH CHILD(REN	959,300	57,700	213,800	613,000	74,800
CHILD(REN)TRAVELLING ALONE	524,000	37,800	90,900	308,700	86,600
	4,600	-	200	3,100	1,300
TOURISM REGION OF RESIDENCE:	7,148,600	1,289,600	1,361,800	3,668,800	828,400
SOUTHWESTERN ONTARIO	1,172,900	178,600	266,300	571,300	156,700
FESTIVAL COUNTRY	1,684,600	299,000	353,300	878,800	153,500
GEORGIAN HIGHLANDS	275,300	52,300	52,500	142,200	28,300
METRO TORONTO	1,739,000	385,400	328,100	841,600	184,000
CENTRAL ONTARIO	900,100	194,900	160,400	426,400	118,400
ONTARIO EAST	892,700	145,600	128,400	520,400	98,200
ALGONQUIN/NIPISSING	36,400	5,700	10,800	18,900	1,000
RAINBOW COUNTRY	70,400	4,400	7,100	52,200	6,700
ALGOMA/KINNIWABI	121,800	7,900	15,300	67,900	30,800
COCHRANE TIMISKAMING	24,200	2,800	3,100	18,100	200
NORTH OF SUPERIOR	147,800	5,900	11,100	96,500	34,300
NORTHWEST ONTARIO	43,500	3,400	10,700	15,900	13,500
NOT STATED (ONT)	40,000	3,800	14,700	18,700	2,800
*** UNWEIGHTED RECORD COUNTS ***					
NUMBER OF TRIP RECORDS SELECTED	11,243	3,864	1,961	4,509	909
*** PERSON-TRIP WEIGHTED AVERAGES ***					
AVERAGE PARTY SIZE	2.12	1.53	2.02	2.44	2.39
AVERAGE TRIP DURATION (NIGHTS)	7.73	3.55	5.39	10.78	4.56
AVERAGE REPORTED SPENDING/TRIP ($)	498.14	600.09	229.20	609.97	286.26
AVERAGE REPORTED SPENDING/NIGHT ($)	64.47	168.97	42.53	56.60	62.83

TABLE 9

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE - 1994
BASE: ONTARIO RESIDENTS TOTAL PERSON TRIPS TO THE U.S. (U.S. AS A MAIN DESTINATION)

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
TOTAL	25,304,900	2,433,100	2,945,500	14,377,500	5,548,700
MAIN TRIP REASON	25,304,900	2,433,100	2,945,500	14,377,500	5,548,700
MEETINGS	1,765,800	1,765,800	-	-	-
CONVENTION, CONFER., TRADE SHOW, SEMINAR	511,900	511,900	-	-	-
OTHER WORK	155,400	155,400	-	-	-
HOLIDAY, VACATION	13,492,500	-	-	13,492,500	-
VISITS FRIENDS OR RELATIVES	2,945,500	-	2,945,500	-	-
VISIT SECOND HOME, COTTAGE, CONDO	243,600	-	-	243,600	-
ATTEND EVENTS OR ATTRACTIONS	641,400	-	-	641,400	-
PERSONAL (MEDICAL, WEDDING, ETC)	207,000	-	-	-	207,000
TRAVEL TO/FROM OTHER PARTS OF CANADA	92,200	-	-	-	92,200
EDUCATIONAL STUDY	55,700	-	-	-	55,700
SHOPPING	356,300	-	-	-	356,300
OTHER	2,960,000	-	-	-	2,960,000
COMMUTING TO WORK	527,700	-	-	-	527,700
NOT STATED	1,349,800	-	-	-	1,349,800
TRANSPORTATION MODE	25,304,900	2,433,100	2,945,500	14,377,500	5,548,700
AUTO	22,306,900	1,433,700	2,583,100	13,070,200	5,219,900
PLANE	1,831,800	911,000	198,400	663,100	59,300
BUS	777,800	6,900	84,400	473,900	212,600
TRAIN	28,100	9,400	-	16,900	1,800
BOAT	134,000	72,100	55,500	6,300	100
OTHER	226,200	-	24,100	147,100	55,000
TRANSPORTATION MODE:	25,304,900	2,433,100	2,945,500	14,377,500	5,548,700
AUTO	4,764,700	1,093,700	520,800	1,659,300	1,490,800
PLANE	10,226,100	747,200	1,183,700	6,539,900	1,755,200
BUS	3,453,200	248,100	377,400	2,153,500	674,200
TRAIN	3,872,900	191,000	460,900	2,575,200	645,800
BOAT	2,675,200	142,100	400,900	1,404,600	727,600
OTHER	312,800	10,900	1,800	45,000	255,100
SURVEY QUARTER:	25,304,900	2,433,100	2,945,500	14,377,500	5,548,700
1ST. QUARTER	5,827,100	444,300	384,900	3,935,800	1,062,000
2ND. QUARTER	6,216,600	790,000	804,000	3,162,800	1,459,700
3RD. QUARTER	7,303,300	659,500	982,200	3,934,300	1,727,300
4TH. QUARTER	5,957,900	539,500	774,300	3,344,600	1,299,700
TRIP DURATION	25,304,900	2,433,100	229.20 2,945,500	14,377,500	5,548,700

TABLE 10

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE - 1994
BASE: ONTARIO RESIDENTS TOTAL PERSON TRIPS TO THE U.S. (U.S. AS A MAIN DESTINATION)

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
TRIP DURATION:					
SAME DAY TRIPS	18,156,200	1,143,500	1,583,600	10,708,800	4,720,300
1 NIGHT	1,158,700	335,000	193,500	384,900	245,300
2 NIGHTS	1,665,100	271,900	317,700	773,200	302,300
3 NIGHTS	915,500	186,900	230,900	393,200	104,400
4 - 6 NIGHTS	1,194,700	357,300	259,900	463,700	113,900
7 - 9 NIGHTS	921,800	92,900	161,100	646,000	21,900
10 - 13 NIGHTS	495,900	26,200	99,300	354,000	16,400
14 - 16 NIGHTS	285,200	7,200	40,400	234,300	3,200
17 - 20 NIGHTS	124,900	5,000	21,800	96,700	1,400
21 - 30 NIGHTS	142,400	3,800	27,800	106,300	4,500
31 - 59 NIGHTS	115,300	2,800	6,300	104,000	2,200
60+ NIGHTS	129,100	600	3,100	112,700	12,700
DURATION (IN TRIP-NIGHTS)	552,233,100	4,580,100	7,339,400	39,539,300	3,774,200
1 NIGHT	1,158,700	335,000	193,500	384,900	245,300
2 NIGHTS	3,330,200	543,800	635,400	1,546,300	604,700
3 NIGHTS	2,746,400	560,700	692,800	1,179,500	313,300
4 - 6 NIGHTS	5,666,400	1,695,700	1,216,200	2,233,500	521,000
7 - 9 NIGHTS	7,105,200	704,700	1,250,700	4,979,400	170,400
10 - 13 NIGHTS	5,541,300	287,500	1,144,400	3,929,800	179,700
14 - 16 NIGHTS	4,174,200	104,100	581,800	3,440,800	47,600
17 - 20 NIGHTS	2,252,700	93,700	392,900	1,739,100	27,000
21 - 30 NIGHTS	3,522,100	89,700	670,200	2,655,800	106,400
31 - 59 NIGHTS	4,484,900	113,300	229,000	4,044,100	98,500
60+ NIGHTS	15,250,900	51,900	332,600	13,406,200	1,460,100
ACTIVITIES, EXCLUDES S.D. AUTO	29,414,100	3,855,200	5,176,500	17,777,200	2,605,100
VISIT FRIENDS OR RELATIVES	2,877,500	245,100	1,342,600	1,007,800	282,000
ATTEND FESTIVALS OR FAIRS	687,300	111,300	168,500	363,700	43,900
ATTEND CULTURAL EVENTS (PLAYS, CONCERTS)	760,600	130,300	180,200	403,500	46,600
ATTEND SPORTS EVENTS	724,500	97,400	108,900	455,800	62,500
GO SHOPPING	5,436,200	658,400	985,800	3,042,800	727,600
GO SIGHTSEEING	3,710,000	404,100	549,600	2,466,600	289,700
PARTICIPATE IN NIGHTLIFE/ENTERTAINMENT	1,792,600	361,400	209,500	1,082,100	139,500
DINE AT HIGH QUALITY RESTAURANTS	2,702,600	648,400	347,300	1,459,400	247,500
VISIT A THEME PARK	799,200	55,500	69,100	654,300	20,400
VISIT A ZOO, MUSEUM OR NATURAL DISPLAY	1,026,200	106,200	168,500	713,600	37,800
VISIT NATIONAL/STATE/REG PARK, HIST SITE	1,377,800	142,600	17,690	972,100	86,200
PARTICIPATE IN SPOTRS/OUTDOOR ACTIVITIES	2,845,200	269,500	344,000	2,040,400	191,300
SWIMMING	1,893,900.00	146,800.00	224,300.00	1,421,400.00	101,300.00
OTHER WATER SPORTS	235,800	12,700	40,100	168,900	14,100
HUNTING OR FISHING	142,200	3,800	36,300	96,100	6,000

TABLE 11

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE - 1994
BASE: ONTARIO RESIDENTS TOTAL PERSON TRIPS TO THE U.S. (U.S. AS A MAIN DESTINATION)

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
ACTIVITIES, EXCLUDES S.D. AUTO:					
CROSS-COUNTRY SKIING	23,500	3,800	1,600	17,800	34,600
DOWNHILL SKIING	233,700	15,500	7,500	185,300	21,900
OTHER SPORTS	1,115,000	128,900	135,200	768,100	37,500
OTHER ACTIVITIES	6,644,800	47,300	59,000	425,600	79,200
NO ACTIVITY LISTED	385,700	266,100	21,700	32,000	109,900
					188,400
TRIP SPENDING (OUTSIDE CANADA) ($)					158,100
TOTAL SPENDING	4,214,818,600	814,092,700	353,297,300	2,700,708,600	104,400
ACCOMODATION	986,194,900	323,244,000	39,884,000	562,673,700	76,500
TRANSPORTATION (IN COUNTRIE(S) VISITED)	302,984,000	89,085,400	32,225,000	163,478,300	27,800
FOOD AND BEVERAGE	679,210,800	146,199,200	71,962,100	413,039,200	48,010,400
RECREATION AND ENTERTAINMENT	307,951,300	37,746,400	25,423,100	229,354,400	15,427,400
OTHER (SOUVENIRS, SHOPPING, ETC)	456,978,800	53,521,700	68,607,800	287,443,500	47,405,800
*** TRIP SPENDING REPORTED IN DETAIL ***	2,733,319,900	649,796,800	238,101,900	1,655,989,000	189,432,200
TRIP SPENDING RANGE	25,304,900	2,433,100	2,945,500	14,377,500	5,548,700
NO TRIP SPENDING	2,988,300	477,400	527,600	559,000	1,424,400
LESS THAN $50	8,068,800	395,000	690,500	4,968,600	2,014,800
$50 - $199	6,934,500	288,600	698,000	4,717,600	1,230,200
$200 - $299	1,585,000	237,800	318,200	759,600	269,400
$300 - $499	1,322,200	204,100	287,900	604,400	225,800
$500 - $699	949,700	170,400	139,000	498,600	141,700
$700 - $999	698,600	167,700	74,900	365,900	90,200
$1,000 - $1,999	1,325,300	256,300	127,200	828,900	112,900
$2,000 - $3,999	1,000,100	168,100	72,900	737,300	21,800
$4,000 - $5,999	261,500	41,800	4,700	206,600	8,500
$6,000 - $7,999	83,700	13,400	2,000	64,800	3,500
$8,000 - 9,999	45,200	8,300	2,100	32,200	2,700
$10,000 OR MORE	41,800	4,300	700	34,100	2,800
TOTAL SPENDING OUTSIDE CANADA ($)	4,214,818,600	814,092,700	353,297,300	2,700,708,600	346,720,100
TOTAL SPENDING IN THE U.S.A.	4,205,698,600	810,434,200	352,971,200	2,696,252,300	346,041,000
TOTAL SPENDING OVERSEAS	9,120,000	3,658,500	326,000	4,456,300	679,100
SEX OF TRAVELLER	25,304,900	2,433,100	2,945,500	14,377,500	5,548,700
NOT STATED/EXCLUDED ON S.D. AUTO	18,216,400	1,076,700	1,592,400	10,845,000	4,702,300
MALE	3,500,400	903,100	627,300	1,592,000	377,900
FEMALE	3,588,000	453,300	725,800	1,940,400	468,500
AGE OF TRAVELLER	25,304,900.00	2,433,100.00	2,945,500.00	14,377,500.00	5,548,700.00
NOT STATED/EXCLUDED ON S.D. AUTO	182,166,400	1,076,700	1,592,400	10,845,000	4,702,300
UNDER 2 YEARS	65,300	6,400	23,400	27,500	8,100

TABLE 12

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE - 1994
BASE: ONTARIO RESIDENTS TOTAL PERSON TRIPS TO THE U.S. (U.S. AS A MAIN DESTINATION)

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
AGE OF TRAVELLER:					
AGE 2 - 11	463,400	18,600	99,100	311,200	34,600
12 TO 14	164,600	16,200	30,500	95,900	21,900
15 TO 19	195,500	13,800	40,800	103,500	37,500
20 TO 24	302,100	28,400	63,100	131,400	79,200
25 TO 34	1,034,100	295,900	189,200	439,100	109,900
35 TO 44	1,478,800	457,200	201,400	631,800	188,400
45 TO 54	1,537,500	348,200	320,500	710,800	158,100
55 TO 64	1,019,500	142,800	165,000	607,300	104,400
65 TO 74	657,400	25,300	164,700	390,900	76,500
75 AND OVER	170,300	370	55,500	83,300	27,800
COMPOSITION OF TRAVELLING PARTY:	25,304,900	2,433,100	2,945,500	14,377,500	5,548,700
NOT STATED/EXCLUDED ON S.D. AUTO	18,216,400	1,076,700	1,592,400	10,845,000	4,702,300
TRAVELLING ALONE	1,080,200	584,900	232,000	180,500	82,800
2 ADULTS	2,911,800	412,000	572,100	1,618,800	308,900
3 OR MORE ADULTS	1,493,600	261,500	193,600	754,600	283,900
ALONE WITH CHILDREN	114,900	2,400	50,500	53,800	8,200
2 ADULTS WITH CHILD(REN)	959,300	57,700	213,800	613,800	74,800
3 OR MORE ADULTS TRAVELLING WITH CHILD(REN	524,000	37,800	90,900	308,700	86,600
CHILD(REN)TRAVELLING ALONE	4,600	-	200	3,100	1,300
TOURISM REGION OF RESIDENCE:	25,304,900	2,433,100	2,945,500	14,377,500	5,548,700
SOUTHWESTERN ONTARIO	7,618,700	603,500	970,300	4,016,600	2,028,300
FESTIVAL COUNTRY	6,669,000	559,200	679,200	3,994,800	1,435,800
GEORGIAN HIGHLANDS	334,300	59,200	57,400	160,100	57,600
METRO TORONTO	2,957,100	524,600	458,700	1,546,700	427,100
CENTRAL ONTARIO	1,241,400	223,800	170,600	652,000	194,900
ONTARIO EAST	2,386,200	261,000	301,700	1,442,300	381,200
ALGONQUIN/NIPPISING	53,100	6,200	12,800	22,000	12,100
RAINBOW COUNTRY	104,200	8,700	7,100	64,200	24,100
ALGOMA/KINNIWABI	2,417,500	114,800	123,600	1,609,900	569,200
COCHRANE/TIMISKAMING	44,300	6,700	3,100	31,000	3,500
NORTH OF SUPERIOR	530,600	8,400	40,800	318,100	163,300
NORTHWEST ONTARIO	850,900	49,700	96,600	464,300	240,200
NOT STATED (ONT)	97,600	7,400	23,400	55,400	11,300
*** UNWEIGHTED RECORD COUNTS ***					
NUMBER OF TRIP RECORDS SELECTED	17,788	4,593	2,449	8,252	2,494
*** PERSON-TRIP WEIGHTED AVERAGES ***					
AVERAGE PARTY SIZE	2.02	1.50	2.06	2.20	1.91
AVERAGE TRIP DURATION (NIGHTS)	2.18	1.88	2.49	2.75	0.68

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE - 1994

BASE: ONTARIO RESIDENTS TOTAL PERSON TRIPS TO THE U.S. (U.S. AS A MAIN DESTINATION)

TABLE 13

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
*** PERSON-TRIP WEIGHTED AVERAGES ***					
AVERAGE REPORTED SPENDING/TRIP ($)	166.56	334.59	119.95	187.84	62.49
AVERAGE REPORTED SPENDING/NIGHT ($)	76.31	177.75	48.14	68.30	91.87

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE 1994

BASE: ONTARIO RESIDENTS PERSON TRIPS TO OVERSEAS COUNTRIES (OVERSEAS AS A MAIN DESTINATION)

TABLE 14

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
TOTAL	1,680,400	257,000	362,000	952,300	109,100
MAIN TRIP REASON					
MEETINGS	1,680,400	257,000	362,000	952,300	109,100
CONVENTION, CONFER., TRADE SHOW, SEMINAR	138,700	138,700	-	-	-
OTHER WORK	60,600	60,600	-	-	-
HOLIDAY, VACATION	57,800	57,800	-	-	-
VISITS FRIENDS OR RELATIVES	929,400	-	-	929,400	-
VISIT SECOND HOME, COTTAGE, CONDO	362,000	-	362,000	-	-
ATTEND EVENTS OR ATTRACTIONS	7,700	-	-	7,700	-
PERSONAL (MEDICAL, WEDDING, ETC)	15,200	-	-	15,200	-
TRAVEL TO/FROM OTHER PARTS OF CANADA	52,900	-	-	-	52,900
EDUCATIONAL STUDY	500	-	-	-	500
OTHER	15,100	-	-	-	15,100
NOT STATED	38,600	-	-	-	38,600
	1,900	-	-	-	1,900
TRANSPORTATION MODE:					
DIRECT FROM OVERSEAS	1,680,400	257,000	362,000	952,300	109,100
VIA USA	1,503,600	213,700	330,600	864,200	95,000
	176,800	43,300	31,300	88,100	14,000
TRAVELLING PARTY SIZE					
1 PERSON	1,680,400	257,000	362,000	952,300	109,100
2 PERSONS	401,900	135,400	120,400	99,500	46,600
3 PERSONS	795,900	74,500	150,300	535,500	35,600
4 PERSONS	160,200	20,600	49,100	82,000	8,500
5 - 9 PERSONS	195,700	7,400	28,600	154,100	5,500
10 + PERSONS	105,400	16,800	13,600	69,700	5,200
	21,400	2,300	-	11,400	7,600
SURVEY QUARTER:					
1ST. QUARTER	1,680,400	257,000	362,000	952,300	109,100
2ND. QUARTER	509,700	51,300	70,600	363,900	23,900
3RD. QUARTER	372,000	73,200	80,400	192,800	25,600
4TH. QUARTER	461,400	66,400	144,700	213,000	37,300
	337,300	66,200	66,300	182,600	22,300
TRIP DURATION					
1 NIGHT	1,680,400	257,000	362,000	952,300	109,100
2 NIGHTS	1,300	600	200	500	-
3 NIGHTS	9,500	4,500	200	1,900	2,900
4 - 6 NIGHTS	25,100	10,500	500	9,200	4,900
7 - 9 NIGHTS	94,500	48,800	4,500	35,100	6,100
10 - 13 NIGHTS	524,800.00	71,000.00	38,400.00	392,400.00	22,900.00
	184,900	43,500	47,600	76,800	16,900

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE 1994
BASE: ONTARIO RESIDENTS PERSON TRIPS TO OVERSEAS COUNTRIES (OVERSEAS AS A MAIN DESTINATION)

TABLE 15

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
TRIP DURATION:					
14 - 16 NIGHTS	298,600	22,600	60,900	193,100	22,000
17 - 20 NIGHTS	117,500	9,900	40,900	61,500	5,200
21 - 30 NIGHTS	259,800	19,500	102,100	123,200	14,900
31 - 59 NIGHTS	117,900	16,600	52,900	42,200	6,100
60+ NIGHTS	46,600	9,300	13,800	16,400	7,100
DURATION (IN TRIP-NIGHTS)					
1 NIGHT	29,028,000	3,902,200	8,404,100	14,279,400	2,442,400
2 NIGHTS	1,300	600	200	500	-
3 NIGHTS	19,000	9,000	400	3,700	5,900
4 - 6 NIGHTS	75,200	31,600	1,500	27,500	14,600
7 - 9 NIGHTS	459,100	236,800	23,000	166,900	32,400
10 - 13 NIGHTS	3,882,000	547,500	298,000	2,856,900	179,600
14 - 16 NIGHTS	2,103,200	489,800	542,700	875,300	195,400
17 - 20 NIGHTS	4,355,700	337,800	903,900	2,794,100	319,800
21 - 30 NIGHTS	2,153,200	180,600	750,400	1,125,600	96,600
31 - 59 NIGHTS	6,311,500	483,000	2,497,000	2,973,100	358,400
60+ NIGHTS	4,857,100	646,500	2,184,700	1,747,700	278,200
	4,810,700	939,000	1,202,300	1,707,900	961,600
ACTIVITIES, EXCLUDES S.D. AUTO	9,843,100	1,149,900	2,018,200	6,082,000	593,000
VISIT FRIENDS OR RELATIVES	827,300	97,300	351,200	302,000	76,900
ATTEND FESTIVALS OR FAIRS	260,400	26,200	69,300	145,000	19,600
ATTEND CULTURAL EVENTS (PLAYS, CONCERTS)	408,000	54,600	91,900	234,100	27,500
ATTEND SPORTS EVENTS	106,400	11,500	26,200	55,800	12,800
GO SHOPPING	1,344,400	193,800	289,400	800,800	80,400
GO SIGHTSEEING	1,369,500	161,200	279,000	854,000	75,300
PARTICIPATE IN NIGHTLIFE/ENTERTAINMENT	772,900	97,300	99,800	533,700	42,000
DINE AT HIGH QUALITY RESTAURANTS	888,800	176,500	166,500	503,200	42,500
VISIT A THEME PARK	147,100	12,800	44,600	80,200	9,400
VISIT A ZOO, MUSEUM OR NATURAL DISPLAY	616,800	63,100	132,700	383,400	37,600
VISIT NATIONAL/STATE/REG PARK, HIST SITE	686,200	80,100	152,700	416,500	36,900
PARTICIPATE IN SPORTS/OUTDOOR ACTIVITIES	910,000	76,400	130,200	659,600	43,700
SWIMMING	742,900	47,400	85,500	576,600	33,400
OTHER WATER SPORTS	294,600	11,200	15,400	254,400	13,600
HUNTING OR FISHING	43,500	1,200	10,100	29,900	2,300
CROSS-COUNTRY SKIING	1,800	200	1,200	200	200
DOWNHILL SKIING	9,500	2,100	700	5,900	800
OTHER SPORTS	287,700	37,100	53,200	176,400	20,900
OTHER ACTIVITIES	104,100	10,300	13,800	64,600	15,600
NO ACTIVITY STATED	21,200	9,500	4,600	5,400	1,600
TRIP SPENDING (OUTSIDE CANADA) ($)					

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE 1994
BASE: ONTARIO RESIDENTS PERSON TRIPS TO OVERSEAS COUNTRIES (OVERSEAS AS A MAIN DESTINATION)

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE 1994
BASE: ONTARIO RESIDENTS PERSON TRIPS TO OVERSEAS COUNTRIES (OVERSEAS AS A MAIN DESTINATION)

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
TRIP SPENDING OUTSIDE CANADA ($)					
TOTAL SPENDING	2,128,103,900	503,205,500	346,897,600	1,143,869,400	134,131,400
ACCOMODATION	444,302,300	203,450,500	37,090,500	183,386,700	20,374,500
TRANSPORTATION IN COUNTRIE(S) VISITED	204,585,500	51,400,900	50,233,600	89,403,300	13,547,600
FOOD AND BEVERAGE	320,926,900	93,321,100	69,536,600	138,494,800	19,574,500
RECREATION AND ENTERTAINMENT	131,033,400	23,322,400	37,268,500	61,190,300	9,252,200
OTHER (SOUVENIRS, SHOPPING, ETC)	169,988,500	28,256,600	56,353,300	66,062,000	19,316,600
*** TRIP SPENDING REPORTED IN DETAIL ***	1,270,836,600	3,997,551,400	250,482,500	538,537,200	82,065,500
TRIP SPENDING RANGE	1,680,400	257,000	362,000	952,300	109,100
NO TRIP SPENDING	900	300	500	-	200
LESS THAN $50	400	200	-	-	200
$50 - $199	29,000	3,900	10,500	8,500	6,200
$200 - $299	39,400	3,300	17,000	11,100	7,900
$300 - $499	69,600	9,500	30,300	19,500	10,300
$500 - $699	98,400	12,700	33,600	45,500	6,600
$700 - $999	133,100	14,700	40,600	69,400	8,300
$1,000 - $1,999	440,700	58,800	93,900	259,600	28,300
$2,000 - $3,999	504,700	80,800	90,000	312,700	21,200
$4,000 - $5,999	201,900	33,900	29,200	125,200	13,600
$6,000 - $7,999	85,300	16,100	9,800	57,500	2,000
$8,000 - 9,999	26,200	4,100	2,200	18,200	1,600
$10,000 OR MORE	51,000	18,900	4,200	25,100	2,800
TOTAL SPENDING OUTSIDE CANADA ($)	2,128,103,900	503,205,500	346,897,600	1,143,869,400	134,131,400
TOTAL SPENDING IN THE U.S.A.	17,250,500	4,816,400	1,700,700	10,235,800	497,600
TOTAL SPENDING OVERSEAS	2,110,853,400	498,389,100	345,196,900	1,133,633,600	133,633,800
SEX OF TRAVELLER	1,680,400	257,000	362,000	952,300	109,100
NOT STATED/EXCLUDED ON S.D. AUTO	97,800	13,200	19,000	50,300	15,300
MALE	732,000	171,000	140,400	380,400	40,100
FEMALE	850,600	72,800	202,600	521,600	53,700
AGE OF TRAVELLER	1,680,400	257,000	362,000	952,300	109,100
NOT STATED/EXCLUDED ON S.D. AUTO	97,800	13,200	19,000	50,300	15,300
UNDER 2 YEARS	9,500	700	5,100	3,300	300
2 TO 11	50,100	2,600	17,700	27,200	2,700
12 TO 14	17,800	900	4,900	11,100	900
15 TO 19	49,500	2,100	14,400	27,400	5,700
20 TO 24	79,600	2,600	16,400	55,000	5,600
25 TO 34	256,300	36,900	44,800	158,500	16,100
35 TO 44	276,200	75,500	44,700	140,200	15,900
45 TO 54	342,100	78,800	62,700	181,400	19,200

PERSON TRIP CHARACTERISTICS BY TRIP MAIN PURPOSE 1994
BASE: ONTARIO RESIDENTS PERSON TRIPS TO OVERSEAS COUNTRIES (OVERSEAS AS A MAIN DESTINATION)

TABLE 17

PERSON-TRIP CHARACTERISTICS	TOTAL PERSON-TRIPS	TRIP PURPOSE: BUSINESS /CONVENTION /EMPLOYMENT	VISITING FRIENDS /RELATIVES	PLEASURE /RECREATION /HOLIDAY	OTHER
AGE OF TRAVELLER:					
55 TO 64	276,500	33,200	71,800	154,800	16,600
65 TO 74	183,900	10,200	51,200	113,200	9,300
75 AND OVER	41,100	400	9,400	29,900	1,500
COMPOSITION OF TRAVELLING PARTY:	1,680,400	257,000	362,000	952,300	109,100
NOT STATED/EXCLUDED ON S.D. AUTO	97,800	13,200	19,000	50,300	15,300
TRAVELLING ALONE	362,800	126,900	113,200	84,200	38,600
2 ADULTS	744,600	70,100	135,000	509,300	30,200
3 OR MORE ADULTS	290,700	38,300	31,900	205,200	15,200
ALONE WITH CHILD(REN)	32,300	2,500	19,000	8,900	1,900
2 ADULTS WITH CHILD(REN)	104,700	5,900	34,200	60,300	4,300
3 OR MORE ADULTS TRAVELLING WITH CHILD(REN)	47,500	200	9,700	34,100	3,600
TOURISM REGION OF RESIDENCE:	1,680,400	257,000	362,000	952,300	109,100
SOUTHWESTERN ONTARIO	127,000	10,800	25,000	83,200	7,900
FESTIVAL COUNTRY	297,400	38,300	65,900	172,700	20,500
GEORGIAN HIGHLANDS	69,400	4,500	13,800	47,600	3,500
METRO TORONTO	695,900	104,400	160,400	386,100	44,900
CENTRAL ONTARIO	204,300	34,600	38,900	116,400	14,400
ONTARIO EAST	238,100	60,600	48,700	115,700	13,100
ALGONQUIN/NIPPISING	9,300	1,300	1,500	6,100	400
RAINBOW COUNTRY	11,500	1,600	1,200	7,600	1,100
ALGOMA/KINNIWABI	5,000	-	800	3,800	400
COCHRANE/TIMISKAMING	5,500	200	-	4,700	600
NORTH OF SUPERIOR	11,200	100	4,000	5,400	1,700
NORTHWEST ONTARIO	3,400	200	800	1,800	600
NOT STATED (ONT)	2,500	400	800	1,200	-
*** UNWEIGHTED RECORD COUNTS ***					
NUMBER OF TRIP RECORDS SELECTED	5,173	1,035	1,196	2,553	389
*** PERSON-TRIP WEIGHTED AVERAGES ***					
AVERAGE PARTY SIZE	1.82	1.39	1.63	2.14	1.55
AVERAGE TRIP DURATION (NIGHTS)	17.27	15.18	23.22	14.99	22.39
AVERAGE REPORTED SPENDING/TRIP ($)	1,266.43	1,957.70	958.33	1,201.17	1,229.71
AVERAGE REPORTED SPENDING/NIGHT ($)	73.31	128.95	41.28	80.11	54.92

FOOTNOTES:
1) THIS PROFILE USES PERSON-TRIPS FOR WEIGHTING
2) THE FOLLOWING SYMBOLS ARE USED:
- FIGURES NOT APPLICABLE
0 FIGURES UNDER 50

ONTARIO RESIDENTS

COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP BY ACTIVITIES - 1994

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS (INCLUDING SIDE TRIPS FROM THE U.S.A.)

TABLE 18

COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP	ACTIVITIES										
	TOTAL	VISIT FRIENDS & REL.	ATTEND FEST. OR FAIR	ATTEND CULT. EVENTS	ATTEND SPORTS EVENTS	GO SHOPPING	PARTICIP. NIGHTLIFE & ENT.	DINE HIGH QUAL. REST.	VISIT A THEME PARK	VIS. ZOO, MUSEUM NAT. HIS.
OVERSEAS COUNTRY VISITS (GROUPED)										
OVERSEAS COUNTRIES/AGGREGATES										
MAIN TRIP REASON:	2,583,000	1,268,800	438,900	684,700	170,500	2,106,000	1,247,100	1,359,200	267,600	1,043,600
BUSINESS/CONVENTION/EMPLOYMENT	396,400	165,200	47,300	91,300	18,700	274,700	156,100	278,100	29,100	101,400
PLEASURE/RECREATION/HOLIDAY	1,567,500	546,300	264,400	419,900	101,200	1,332,100	890,200	795,200	157,100	701,000
VISITING FRIENDS/RELATIVES	464,600	451,200	91,200	124,400	29,700	377,300	130,900	220,300	60,900	178,100
OTHER	154,500	106,100	36,000	49,100	20,800	121,800	69,900	65,600	20,500	63,200
UNITED KINGDOM										
MAIN TRIP REASON:	389,500	311,300	68,100	135,100	33,200	319,900	135,700	204,700	26,500	165,800
BUSINESS/CONVENTION/EMPLOYMENT	59,200	32,900	4,900	17,500	3,500	38,700	20,900	38,800	2,000	16,600
PLEASURE/RECREATION/HOLIDAY	160,400	113,400	39,300	76,100	12,900	143,200	70,700	95,100	13,200	90,800
VISITING FRIENDS/RELATIVES	137,400	135,000	19,900	35,200	13,800	115,600	37,400	62,900	10,800	48,700
OTHER	32,500	30,000	3,500	6,300	3,700	22,400	6,800	10,000	400	9,800
JAPAN										
MAIN TRIP REASON:	21,900	12,400	6,400	5,900	3,000	17,400	9,100	11,800	3,900	7,900
BUSINESS/CONVENTION/EMPLOYMENT	10,500	3,000	2,000	1,800	1,800	8,300	3,600	6,500	700	3,400
PLEASURE/RECREATION/HOLIDAY	4,000	2,400	1,900	2,500	1,100	3,300	2,000	1,800	700	2,300
VISITING FRIENDS/RELATIVES	5,900	5,900	1,900	900	-	4,500	2,900	2,600	2,300	1,700
OTHER	1,500	1,100	600	800	100	1,300	600	900	300	500
GERMANY										
MAIN TRIP REASON:	138,800	91,900	381,500	44,100	8,900	98,600	56,500	72,500	17,100	62,700
BUSINESS/CONVENTION/EMPLOYMENT	34,500	11,900	7,900	8,600	900	20,600	15,000	21,100	600	8,300
PLEASURE/RECREATION/HOLIDAY	53,400	33,300	14,700	20,800	2,600	39,900	26,500	28,000	8,600	33,200
VISITING FRIENDS/RELATIVES	38,000	36,700	11,200	11,200	1,100	27,700	10,900	18,800	5,300	14,700
OTHER	12,900	10,000	4,700	3,600	4,200	10,500	4,000	4,600	2,500	6,500
FRANCE										
MAIN TRIP REASON:	134,800	85,400	31,800	43,800	7,400	107,800	53,100	88,000	11,800	87,800
BUSINESS/CONVENTION/EMPLOYMENT	25,100	12,900	5,600	6,400	200	18,200	8,400	17,500	1,200	11,400
PLEASURE/RECREATION/HOLIDAY	81,600	46,800	20,100	26,100	5,600	65,800	34,800	47,400	6,300	60,100
VISITING FRIENDS/RELATIVES	22,300	22,200	4,500	7,700	800	18,400	6,000	11,900	3,300	12,700
OTHER	5,800	3,500	1,600	3,600	800	5,400	3,800	3,200	900	2,800
SOUTHERN EUROPE										
MAIN TRIP REASON:	185,100	87,900	34,500	55,900	12,100	146,700	90,800	93,200	12,500	92,900
BUSINESS/CONVENTION/EMPLOYMENT	17,000	5,500	800	3,300	400	10,000	4,800	11,600	600	5,300
PLEASURE/RECREATION/HOLIDAY	127,700	50,700	23,100	37,600	9,100	103,900	67,700	62,900	9,000	71,400
VISITING FRIENDS/RELATIVES	25,600	23,800	7,800	8,400	1,800	20,100	9,900	11,600	-	8,200
OTHER	14,900	7,900	2,800	6,600	600	12,700	8,400	7,000	2,800	8,000
OTHER EUROPE										
MAIN TRIP REASON:	457,900	296,200	106,900	160,500	27,100	361,000	194,200	244,900	66,500	235,400
BUSINESS/CONVENTION/EMPLOYMENT	78,400	35,200	10,400	23,400	500	56,100	32,300	54,200	5,700	21,700
PLEASURE/RECREATION/HOLIDAY	231,300	124,500	59,300	90,200	13,000	188,800	118,200	128,900	35,500	148,000
VISITING FRIENDS/RELATIVES	114,600	111,700	28,200	37,100	6,600	89,100	28,600	51,600	19,100	51,900
OTHER	33,500	24,800	9,100	9,900	7,000	27,000	15,100	10,300	6,200	14,600
MEXICO										
MAIN TRIP REASON:	169,300	25,700	19,800	27,600	7,200	150,600	96,100	88,000	15,600	36,600
BUSINESS/CONVENTION/EMPLOYMENT	14,800	1,800	700	1,400	200	8,800	5,100	9,500	1,100	4,400
PLEASURE/RECREATION/HOLIDAY	145,100	16,400	15,600	24,400	6,900	133,600	86,500	73,100	14,200	28,400
VISITING FRIENDS/RELATIVES	5,900	5,900	2,000	500	-	5,600	2,900	3,800	-	2,700
OTHER	3,500	1,600	700	1,400	200	2,600	1,700	1,600	300	1,000
OCEANIA										
MAIN TRIP REASON:	48,200	35,700	13,000	23,500	9,600	41,000	23,400	27,800	10,100	34,600
BUSINESS/CONVENTION/EMPLOYMENT	7,500	2,900	200	2,600	1,400	6,300	3,800	6,100	700	2,900
PLEASURE/RECREATION/HOLIDAY	25,000	18,700	9,500	16,600	5,300	21,700	14,800	14,100	5,700	22,800
VISITING FRIENDS/RELATIVES	13,600	12,900	3,000	4,300	2,700	11,400	4,500	7,100	3,400	7,800
OTHER	2,100	1,100	300	300	300	1,600	300	500	300	1,200

FOOTNOTES:

1) THIS TABLE USES PERSON-VISITS FOR WEIGHTING

2) THE FOLLOWING SYMBOLS ARE USED:

- FIGURES NOT APPLICABLE

0 FIGURES UNDER 50

ONTARIO RESIDENTS
COUNTRY VISITS GROUPED BY MAIN PURPOSE OF TRIP BY ACTIVITIES - 1994
BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS (INCLUDING SIDE TRIPS FROM THE U.S.A.)

TABLE 19

COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP	ACTIVITIES										
	TOTAL	VISIT NATL., STATE REG. PARK	PARTICIP. SPORT OUT. ACTIV.	SWIMMING	OTHER WATER SPORTS	HUNTING OR FISHING	CROSS-COUNTRY SKIING	DOWNHILL SKIING	OTHER SPORTS	OTHER ACTIVITIES	NO ACTIVITY STATED
OVERSEAS COUNTRY VISITS (GROUPED)											
OVERSEAS COUNTRIES/AGGREGATES											
MAIN TRIP REASON:	2,583,000	1,162,800	1,373,900	1,116,600	421,400	63,600	2,700	17,700	422,900	178,200	26,900
BUSINESS/CONVENTION/EMPLOYMENT	396,400	129,100	126,100	79,100	16,100	1,400	400	4,400	56,400	18,400	13,100
PLEASURE/RECREATION/HOLIDAY	1,567,500	760,500	1,014,800	875,700	370,600	46,500	500	8,800	263,400	118,700	7,200
VISITING FRIENDS/RELATIVES	464,600	205,900	165,700	109,800	18,600	13,200	1,700	800	69,500	18,600	5,800
OTHER	154,500	67,300	67,300	52,000	16,200	2,500	200	3,800	33,600	22,500	1,600
UNITED KINGDOM											
MAIN TRIP REASON:	389,500	218,500	104,700	47,300	7,400	4,500	300	-	68,100	27,300	3,700
BUSINESS/CONVENTION/EMPLOYMENT	59,200	22,800	10,500	3,900	300	600	-	-	7,200	1,900	1,900
PLEASURE/RECREATION/HOLIDAY	160,400	109,300	53,00[illegible]	28,000	4,900	1,400	100	-	33,000	12,300	400
VISITING FRIENDS/RELATIVES	137,400	66,400	35,70[illegible]	13,500	1,500	2,100	200	-	24,500	7,500	600
OTHER	32,500	12,100	5,500	1,900	700	400	-	-	3,400	5,600	800
JAPAN											
MAIN TRIP REASON:	21,900	8,600	7,300	5,000	1,800	200	-	-	3,100	1,100	400
BUSINESS/CONVENTION/EMPLOYMENT	10,500	4,500	3,400	1,500	-	-	-	-	2,000	-	400
PLEASURE/RECREATION/HOLIDAY	4,000	1,900	2,000	1,800	1,400	200	-	-	600	100	-
VISITING FRIENDS/RELATIVES	5,900	1,300	800	800	400	-	-	-	-	700	-
OTHER	1,500	900	1,100	800	-	-	-	-	500	200	-
GERMANY											
MAIN TRIP REASON:	138,800	64,100	48,800	32,900	6,900	2,400	100	2,500	10,400	7,400	2,200
BUSINESS/CONVENTION/EMPLOYMENT	34,500	9,200	9,100	4,500	300	-	-	1,100	4,300	1,400	1,200
PLEASURE/RECREATION/HOLIDAY	53,400	33,400	27,200	19,400	5,600	2,300	100	1,000	7,300	3,600	-
VISITING FRIENDS/RELATIVES	38,000	16,700	7,800	5,400	400	100	-	-	2,400	1,100	800
OTHER	12,900	4,800	4,800	3,700	600	-	-	400	4,400	1,400	200
FRANCE											
MAIN TRIP REASON:	134,800	78,900	48,500	31,100	6,000	1,200	400	3,500	21,300	7,100	1,500
BUSINESS/CONVENTION/EMPLOYMENT	25,100	8,700	7,400	4,600	1,600	-	-	-	4,400	900	500
PLEASURE/RECREATION/HOLIDAY	81,600	53,100	32,600	21,000	3,800	200	200	2,600	11,900	5,000	900
VISITING FRIENDS/RELATIVES	22,300	12,700	5,900	3,900	100	1,000	-	100	2,900	400	-
OTHER	5,800	4,300	2,600	1,700	600	-	200	800	2,000	700	-
SOUTHERN EUROPE											
MAIN TRIP REASON:	185,100	108,200	89,900	72,200	12,500	1,300	-	4,200	24,800	9,700	2,900
BUSINESS/CONVENTION/EMPLOYMENT	17,000	7,600	4,100	2,800	-	-	-	-	1,700	500	800
PLEASURE/RECREATION/HOLIDAY	127,700	77,400	65,700	53,500	9,800	-	-	3,000	16,500	7,900	900
VISITING FRIENDS/RELATIVES	25,600	10,800	12,200	9,400	2,300	1,300	-	-	3,900	200	1,200
OTHER	14,900	12,400	7,800	6,500	500	-	-	1,200	2,600	1,100	-
OTHER EUROPE											
MAIN TRIP REASON:	457,900	246,500	165,200	10,240	21,600	16,100	2,000	3,600	72,600	26,200	4,900
BUSINESS/CONVENTION/EMPLOYMENT	78,400	23,700	18,100	7,200	900	400	400	800	10,700	3,100	2,700
PLEASURE/RECREATION/HOLIDAY	231,300	152,900	94,900	64,700	18,500	10,600	100	800	36,100	16,200	1,000
VISITING FRIENDS/RELATIVES	114,600	54,700	40,400	22,900	1,500	470	1,400	500	17,500	1,800	1,200
OTHER	33,500	15,200	11,800	7,500	700	500	-	1,400	8,400	5,100	-
MEXICO											
MAIN TRIP REASON:	169,300	44,800	138,400	129,900	54,600	6,200	-	300	26,000	8,300	2,500
BUSINESS/CONVENTION/EMPLOYMENT	14,800	2,900	5,300	4,300	1,000	-	-	-	1,000	500	1,400
PLEASURE/RECREATION/HOLIDAY	145,100	38,600	127,400	120,500	52,300	4,900	-	300	22,600	7,000	1,200
VISITING FRIENDS/RELATIVES	5,900	2,300	3,800	3,600	500	1,100	-	-	1,800	400	-
OTHER	3,500	900	1,900	1,500	900	200	-	-	600	500	-
OCEANIA											
MAIN TRIP REASON:	48,200	34,200	33,100	28,300	13,400	4,800	-	800	12,100	5,600	-
BUSINESS/CONVENTION/EMPLOYMENT	7,500	3,800	3,000	1,900	300	200	-	-	1,200	200	-
PLEASURE/RECREATION/HOLIDAY	25,000	20,700	20,500	18,800	9,600	3,900	-	800	5,900	3,400	-
VISITING FRIENDS/RELATIVES	13,600	8,300	9,100	7,100	3,000	500	-	100	4,400	900	-
OTHER	2,100	1,500	500	500	500	300	-	-	500	1,100	-

FOOTNOTES:
1) THIS TABLE USES PERSON-VISITS FOR WEIGHTING
2) THE FOLLOWING SYMBOLS ARE USED:
- FIGURES NOT APPLICABLE
0 FIGURES UNDER 50

ONTARIO RESIDENTS

TABLE 23

COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP

BY ACTIVITIES - 1994

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS (INCLUDING SIDE TRIPS FROM THE U.S.A.)

		ACTIVITIES										
COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP	TOTAL	VISIT FRIENDS & REL.	ATTEND FEST OR FAIR	ATTEND CULT. EVENTS	ATTEND SPORTS EVENTS	GO SHOPPING	GO SIGHT-SEEING	PARTICIP. NIGHTLIFE & ENT.	DINE HIGH QUAL. REST.	VISIT A THEME PARK	VIS. ZOO, MUSEUM NAT. DIS.
NORTH AFRICA											
MAIN TRIP REASON:	6,800	2,600	500	2,000	500	6,100	6,200	2,900	3,300	800	2,300
BUSINESS/CONVENTION/EMPLOYMENT	700	300	300	-	-	700	700	-	400	-	-
PLEASURE/RECREATION/HOLIDAY	4,700	1,200	-	1,000	500	4,000	4,700	2,500	2,800	800	1,700
VISITING FRIENDS/RELATIVES	800	800	200	400	-	800	600	200	-	-	600
OTHER	600	200	-	600	-	600	200	200	200	-	-
OTHER AFRICA											
MAIN TRIP REASON:	25,900	16,600	6,500	5,500	1,300	20,200	20,900	5,900	10,000	4,600	9,400
BUSINESS/CONVENTION/EMPLOYMENT	11,300	5,700	3,100	600	700	7,000	7,500	2,000	3,600	1,600	1,700
PLEASURE/RECREATION/HOLIDAY	7,500	4,000	2,600	3,200	400	6,700	7,000	1,900	2,400	2,600	3,800
VISITING FRIENDS/RELATIVES	5,500	5,500	200	1,100	-	5,100	5,300	1,600	3,400	-	2,800
OTHER	1,600	1,400	500	500	200	1,300	1,100	500	600	400	1,100
MIDDLE EAST											
MAIN TRIP REASON:	40,000	19,000	5,800	11,400	1,100	33,400	33,700	17,600	22,600	3,700	23,700
BUSINESS/CONVENTION/EMPLOYMENT	4,900	3,200	700	800	-	3,800	3,800	2,000	4,100	1,000	2,000
PLEASURE/RECREATION/HOLIDAY	23,300	6,600	2,400	7,100	900	20,700	20,900	10,900	11,900	400	15,300
VISITING FRIENDS/RELATIVES	6,200	5,900	700	600	200	3,700	4,300	1,400	2,700	200	2,300
OTHER	5,700	3,300	2,000	2,800	-	5,300	4,700	3,300	3,900	2,000	4,100
ASIA											
MAIN TRIP REASON:	196,100	131,300	36,500	58,100	17,400	162,900	146,900	83,400	124,300	44,100	72,300
BUSINESS/CONVENTION/EMPLOYMENT	74,600	30,700	6,400	16,800	5,500	55,700	52,000	32,200	59,700	11,700	14,300
PLEASURE/RECREATION/HOLIDAY	56,600	40,200	20,000	26,800	8,100	52,100	51,400	33,900	29,600	13,600	38,300
VISITING FRIENDS/RELATIVES	51,200	49,700	6,700	10,500	1,000	45,300	35,900	10,700	25,300	15,500	15,500
OTHER	13,700	10,700	3,400	4,100	2,700	9,800	7,700	6,600	9,800	3,300	4,300
SOUTH AMERICA											
MAIN TRIP REASON:	64,900	18,800	9,100	11,000	4,900	53,400	46,500	35,700	37,700	5,200	18,500
BUSINESS/CONVENTION/EMPLOYMENT	22,700	6,700	3,800	3,800	2,000	16,500	10,200	8,300	18,600	700	4,500
PLEASURE/RECREATION/HOLIDAY	32,000	4,100	3,400	4,000	2,300	28,900	29,900	22,200	15,200	4,300	10,800
VISITING FRIENDS/RELATIVES	6,300	5,700	900	1,600	300	5,200	4,300	3,000	3,300	-	1,900
OTHER	3,800	2,300	900	1,600	300	2,800	2,100	2,200	500	200	1,300
BERMUDA & CARIBBEAN											
MAIN TRIP REASON:	649,100	126,600	59,300	93,100	35,800	545,900	570,500	411,300	314,200	41,500	170,500
BUSINESS/CONVENTION/EMPLOYMENT	32,500	11,400	300	4,000	1,400	22,300	21,300	16,800	25,100	1,200	4,600
PLEASURE/RECREATION/HOLIDAY	566,400	80,800	50,000	77,500	32,000	483,200	509,100	368,400	263,300	38,700	152,600
VISITING FRIENDS/RELATIVES	28,600	27,000	4,100	4,900	1,700	22,800	22,500	10,500	13,700	900	6,300
OTHER	21,700	7,300	4,800	6,800	700	17,700	17,500	15,700	12,000	800	7,100
OTHER CENTRAL AMERICA											
MAIN TRIP REASON:	54,800	7,500	3,000	7,000	1,100	40,900	50,100	31,400	24,000	3,500	24,000
BUSINESS/CONVENTION/EMPLOYMENT	2,900	900	-	300		1,800	1,800	1,000	1,400	300	400
PLEASURE/RECREATION/HOLIDAY	48,600	3,200	2,500	6,400	700	36,300	45,900	29,100	20,700	3,300	21,700
VISITING FRIENDS/RELATIVES	2,600	2,600	-	200	400	2,000	1,600	400	1,400	-	1,200
OTHER	800	800	500	200		800	800	800	600	-	800

FOOTNOTES:

1) THIS TABLE USES PERSON-VISITS FOR WEIGHTING

2) THE FOLLOWING SYMBOLS ARE USED:

- FIGURES NOT APPLICABLE

0 FIGURES UNDER 50

ONTARIO RESIDENTS
COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP
BY ACTIVITIES - 1994
BASE TOTAL ONTARIO RESIDENTS COUNTRY VISITS (INCLUDING SIDE TRIPS FROM THE U.S.A.)

TABLE 21

COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP	TOTAL	ACTIVITIES									
		VISIT NATL., STATE REG. PARK	PARTICIP SPORT DUT ACTIV	SWIMMING	OTHER WATER SPORTS	HUNTING OR FISHING	CROSS-COUNTRY SKIING	DOWNHILL SKIING	OTHER SPORTS	OTHER ACTIVITIES	NO ACTIVITY STATED
NORTH AFRICA											
MAIN TRIP REASON:	6,800	3,400	3,800	3,300	700	-	-	-	600	1,400	-
BUSINESS/CONVENTION/EMPLOYMENT	700	-	400	400	-	-	-	-	-	-	-
PLEASURE/RECREATION/HOLIDAY	4,700	2,600	2,000	2,000	700	-	-	-	-	1,000	-
VISITING FRIENDS/RELATIVES	800	400	800	-	-	-	-	-	400	400	-
OTHER	600	400	600	600	-	-	-	-	200	-	-
OTHER AFRICA											
MAIN TRIP REASON:	25,900	8,000	8,700	7,600	700	600	-	-	3,100	1,300	1,000
BUSINESS/CONVENTION/EMPLOYMENT	11,300	1,400	700	300	-	-	-	-	500	-	1,000
PLEASURE/RECREATION/HOLIDAY	7,500	2,700	3,100	2,800	200	200	-	-	1,300	1,100	-
VISITING FRIENDS/RELATIVES	5,500	3,600	3,800	3,600	200	-	-	-	1,200	-	-
OTHER	1,600	300	1,000	1,000	200	400	-	-	-	200	-
MIDDLE EAST											
MAIN TRIP REASON:	40,000	23,200	19,700	17,700	4,400	200	-	-	5,400	800	900
BUSINESS/CONVENTION/EMPLOYMENT	4,900	2,000	1,600	1,000	-	-	-	-	1,000	-	200
PLEASURE/RECREATION/HOLIDAY	23,300	15,100	11,200	9,900	3,000	-	-	-	1,600	700	400
VISITING FRIENDS/RELATIVES	6,200	1,400	3,000	3,000	-	200	-	-	800	-	400
OTHER	5,700	4,700	3,900	3,900	1,400	-	-	-	2,000	200	-
ASIA											
MAIN TRIP REASON:	196,100	83,700	85,300	77,400	22,500	4,600	-	-	26,800	11,700	2,300
BUSINESS/CONVENTION/EMPLOYMENT	74,600	31,100	28,200	22,200	1,900	-	-	-	9,300	4,900	1,500
PLEASURE/RECREATION/HOLIDAY	56,600	32,400	34,800	33,700	18,900	2,700	-	-	11,800	400	-
VISITING FRIENDS/RELATIVES	51,200	16,000	14,600	12,200	1,700	1,300	-	-	3,800	4,200	500
OTHER	13,700	4,100	7,600	6,300	-	600	-	-	1,900	2,300	400
SOUTH AMERICA											
MAIN TRIP REASON:	64,900	21,000	37,600	30,300	11,000	2,000	-	2,400	7,300	6,700	1,900
BUSINESS/CONVENTION/EMPLOYMENT	22,700	3,800	8,100	4,100	200	-	-	2,400	700	2,300	900
PLEASURE/RECREATION/HOLIDAY	32,000	13,200	24,600	22,700	10,400	1,500	-	-	5,200	3,300	700
VISITING FRIENDS/RELATIVES	6,300	2,300	2,900	2,100	200	300	-	-	700	800	300
OTHER	3,800	1,700	2,000	1,400	200	100	-	-	700	300	-
BERMUDA & CARIBBEAN											
MAIN TRIP REASON:	649,100	201,300	541,800	498,800	241,300	15,300	-	300	126,100	59,500	2,500
BUSINESS/CONVENTION/EMPLOYMENT	52,500	6,600	25,000	19,700	9,400	200	-	-	11,700	1,900	500
PLEASURE/RECREATION/HOLIDAY	566,400	184,200	478,500	444,300	215,600	14,500	-	300	104,700	53,500	1,000
VISITING FRIENDS/RELATIVES	28,600	7,100	22,500	20,700	6,300	300	-	-	3,900	200	200
OTHER	21,700	3,400	15,700	14,100	1,000	300	-	-	6,100	3,800	-
OTHER CENTRAL AMERICA											
MAIN TRIP REASON:	54,800	26,200	41,200	35,300	16,600	4,400	-	-	7,300	4,000	300
BUSINESS/CONVENTION/EMPLOYMENT	2,900	3,800	1,100	700	200	-	-	-	800	600	300
PLEASURE/RECREATION/HOLIDAY	48,600	23,200	37,300	33,000	15,900	4,100	-	-	5,100	3,400	100
VISITING FRIENDS/RELATIVES	2,600	1,800	2,300	1,200	400	400	-	-	1,100	-	-
OTHER	800	500	500	500	-	-	-	-	200	-	-

FOOTNOTES
1) THIS TABLE USES PERSON-VISITS FOR WEIGHTING
2) THE FOLLOWING SYMBOLS ARE USED:
- FIGURES NOT APPLICABLE
0 FIGURES UNDER 50

ONTARIO RESIDENTS
COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP
BY ACTIVITIES - 1994
BASE: OVERNIGHT ONTARIO RESIDENTS COUNTRY VISITS (INCLUDING SIDE TRIPS FROM THE U.S.A.)

TABLE 22

COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP	TOTAL	ACTIVITIES										
		VISIT FRIENDS & REL.	ATTEND FEST. OR FAIR	ATTEND CULT. EVENTS	ATTEND SPORTS EVENTS	GO SHOPPING	GO SIGHT-SEEING	PARTICIP. NIGHTLIFE & ENT.	DINE HIGH QUAL. REST.	VISIT A THEME PARK	VIS. ZOO, MUSEUM NAT. DIS.
OVERSEAS COUNTRY VISITS (GROUPED)											
OVERSEAS COUNTRIES/AGGREGATES											
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	2,179,000	1,162,800	396,500	624,400	145,500	1,745,000	1,808,000	1,010,100	1,194,000	225,100	901,500
PLEASURE/RECREATION/HOLIDAY	375,700	155,900	44,200	85,500	18,200	259,700	244,700	145,100	263,400	26,000	93,500
VISITING FRIENDS/RELATIVES	1,222,900	484,600	234,300	375,900	81,700	1,021,600	1,114,900	678,300	663,500	123,200	583,100
OTHER	439,600	426,600	87,100	118,400	29,000	355,100	345,000	123,100	207,200	58,400	168,700
	140,800	95,700	30,900	44,700	16,600	108,600	103,400	63,600	59,800	17,400	56,300
UNITED KINGDOM											
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	383,900	309,500	67,600	133,700	32,900	315,500	319,500	133,700	201,300	26,200	162,200
PLEASURE/RECREATION/HOLIDAY	56,500	32,100	4,900	17,200	3,500	36,300	36,900	20,000	37,000	1,700	15,000
VISITING FRIENDS/RELATIVES	157,900	112,800	38,900	75,300	12,700	141,600	151,800	69,600	91,700	13,200	89,100
OTHER	137,000	134,600	19,900	34,800	13,000	115,300	110,300	37,200	62,600	10,800	48,300
	32,500	30,000	3,900	6,300	3,700	22,400	20,500	6,800	10,000	400	9,800
JAPAN											
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	20,000	11,600	6,400	5,300	3,000	16,100	15,000	8,100	10,600	3,700	7,900
PLEASURE/RECREATION/HOLIDAY	9,300	2,700	2,000	1,400	1,800	7,700	6,200	3,100	5,900	700	3,400
VISITING FRIENDS/RELATIVES	3,800	2,400	1,900	2,200	1,100	3,100	3,500	2,000	1,600	500	2,300
OTHER	5,500	5,500	1,900	900	-	4,100	4,000	2,400	2,200	2,300	1,700
	1,500	1,100	600	800	100	1,300	1,300	600	900	300	500
GERMANY											
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	124,700	83,400	37,100	40,000	7,200	87,400	98,500	50,100	64,600	13,300	54,400
PLEASURE/RECREATION/HOLIDAY	32,600	10,600	7,900	7,900	900	19,200	16,900	13,600	19,600	200	7,600
VISITING FRIENDS/RELATIVES	44,100	31,200	13,800	18,200	1,700	34,900	45,100	23,200	24,200	5,900	28,000
OTHER	34,400	33,100	11,200	10,700	1,100	24,300	27,400	10,000	17,400	4,900	12,600
	11,500	8,500	4,300	3,100	3,500	9,000	9,000	3,300	3,300	2,300	6,300
FRANCE											
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	124,500	79,800	28,900	41,800	6,500	98,000	112,000	47,400	74,300	11,000	80,700
PLEASURE/RECREATION/HOLIDAY	24,400	12,500	5,600	6,400	200	18,000	18,600	8,200	16,900	1,200	11,300
VISITING FRIENDS/RELATIVES	74,200	43,900	18,200	25,100	4,700	58,600	70,900	30,000	43,400	5,900	54,800
OTHER	20,100	20,000	3,600	6,800	800	16,200	17,400	5,400	11,000	3,000	11,900
	5,700	3,300	1,600	3,500	800	5,300	5,000	3,800	3,000	900	2,700
SOUTHERN EUROPE											
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	168,200	84,700	33,100	52,100	10,600	131,600	147,900	83,400	85,000	10,700	83,900
PLEASURE/RECREATION/HOLIDAY	16,500	5,100	800	3,300	400	10,000	10,700	4,800	11,100	600	5,300
VISITING FRIENDS/RELATIVES	112,200	49,000	22,000	34,100	8,000	89,900	105,400	61,400	56,300	7,400	63,100
OTHER	24,900	23,100	7,800	8,400	1,500	19,400	19,400	9,200	10,900	-	7,800
	14,500	7,500	2,600	6,400	600	12,300	12,400	8,000	6,700	2,600	7,700
OTHER EUROPE											
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	399,400	263,200	95,100	142,700	22,000	311,800	342,000	171,700	218,400	58,800	206,400
PLEASURE/RECREATION/HOLIDAY	72,000	31,500	8,400	20,300	500	51,800	49,600	29,100	49,000	4,500	19,900
VISITING FRIENDS/RELATIVES	200,100	114,100	55,600	81,900	11,700	161,800	190,200	106,300	114,500	32,000	130,600
OTHER	102,900	100,300	25,900	33,000	6,200	79,700	82,700	25,200	46,800	17,800	46,800
	24,500	17,300	5,200	7,600	3,600	18,500	19,500	11,200	8,100	4,500	9,200
MEXICO											
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	139,100	15,500	15,600	24,400	3,600	122,200	110,100	80,200	75,800	11,200	28,000
PLEASURE/RECREATION/HOLIDAY	12,100	1,200	700	1,300	200	6,300	5,400	3,700	8,200	700	2,900
VISITING FRIENDS/RELATIVES	119,600	8,200	13,000	21,300	3,200	109,700	100,100	72,300	60,500	10,200	22,300
OTHER	4,600	4,600	1,100	500	-	4,200	2,500	2,400	3,400	-	1,800
	2,900	1,600	700	1,400	200	2,000	2,000	1,700	1,600	300	1,000
OCEANIA											
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	47,600	35,700	12,900	23,000	9,300	40,500	42,900	22,900	27,500	9,900	34,400
PLEASURE/RECREATION/HOLIDAY	7,400	2,900	100	2,500	1,300	6,200	6,400	3,700	60,100	700	2,900
VISITING FRIENDS/RELATIVES	24,600	18,700	9,500	15,900	5,000	21,300	23,600	14,400	13,900	5,500	22,500
OTHER	13,600	12,900	3,000	4,300	2,700	11,400	11,200	4,500	7,100	3,400	7,800
	2,100	1,100	300	300	300	1,600	1,700	300	500	300	1,200

FOOTNOTES:
1) THIS TABLE USES PERSON-VISITS FOR WEIGHTING
2) THE FOLLOWING SYMBOLS ARE USED:
- FIGURES NOT APPLICABLE
0 FIGURES UNDER 50

ONTARIO RESIDENTS
COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP
BY ACTIVITIES - 1991
BASE: OVERNIGHT ONTARIO RESIDENTS COUNTRY VISITS (INCLUDING SIDE TRIPS FROM THE U.S.A.)

TABLE 29

COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP	TOTAL	ACTIVITIES									
		VISIT NATL., STATE REG PARK	PARTICIP SPORT DUT ACTIV	SWIMMING	OTHER WATER SPORTS	HUNTING OR FISHING	CROSS-COUNTRY SKIING	DOWNHILL SKIING	OTHER SPORTS	OTHER ACTIVITIES	NO ACTIVITY STATED
OVERSEAS COUNTRY VISITS (GROUPED)											
OVERSEAS COUNTRIES/AGGREGATES	2,179,000	1,000,500	1,129,400	904,400	342,600	63,200	2,300	15,900	377,400	124,400	24,700
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	375,700	121,400	118,200	74,700	14,500	1,400	400	3,300	53,500	17,000	12,500
PLEASURE/RECREATION/HOLIDAY	1,222,900	624,500	793,500	680,700	294,700	46,300	500	8,500	228,500	69,000	6,000
VISITING FRIENDS/RELATIVES	439,600	193,400	157,000	102,400	17,900	13,000	1,200	800	67,200	17,800	4,600
OTHER	140,800	61,100	60,700	46,600	15,500	2,500	200	3,400	28,100	20,600	1,600
UNITED KINGDOM	383,900	207,200	103,000	46,100	7,400	4,500	300	-	66,800	27,300	3,700
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	56,500	21,500	10,500	3,900	300	600	-	-	7,200	1,900	1,900
PLEASURE/RECREATION/HOLIDAY	157,900	107,700	51,600	26,700	4,900	1,400	100	-	32,000	12,300	400
VISITING FRIENDS/RELATIVES	137,000	66,000	35,500	13,500	1,500	2,100	200	-	24,300	7,500	600
OTHER	32,500	12,100	5,500	1,900	700	400	-	-	3,400	5,600	800
JAPAN	20,000	7,600	6,700	4,400	1,400	200	-		3,100	600	200
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	9,300	4,000	3,200	1,300	-	-	-		2,000	-	200
PLEASURE/RECREATION/HOLIDAY	3,800	1,900	2,000	1,800	1,400	200	-		600	100	-
VISITING FRIENDS/RELATIVES	5,500	800	400	400	-	-	-	-	-	300	-
OTHER	1,500	900	1,100	800	-	-	-		500	200	-
GERMANY	124,700	54,900	41,900	28,500	5,300	2,400	100	2,300	16,100	6,600	2,200
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	32,600	8,400	8,500	4,300	100	-	-	1,100	4,100	1,400	1,200
PLEASURE/RECREATION/HOLIDAY	44,100	29,000	21,600	15,300	4,400	2,300	100	1,000	5,900	2,700	-
VISITING FRIENDS/RELATIVES	34,400	14,100	7,800	5,400	400	100	-	-	2,400	1,100	800
OTHER	11,500	3,400	4,000	3,500	400	-	-	200	3,700	1,400	200
FRANCE	124,500	71,800	43,400	27,800	5,100	1,200	400	3,100	20,000	5,400	1,500
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	24,400	8,600	7,200	4,600	1,400	-	-	-	4,400	900	500
PLEASURE/RECREATION/HOLIDAY	74,200	47,800	28,300	18,100	3,200	200	200	2,200	10,700	3,400	900
VISITING FRIENDS/RELATIVES	20,100	11,300	5,400	3,400		1,000	-	100	2,500	400	-
OTHER	5,700	4,100	2,600	1,700	600	-	200	800	2,000	700	-
SOUTHERN EUROPE	168,200	98,000	80,900	66,500	9,700	1,300	-	4,200	22,200	7,100	2,900
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	16,500	7,600	3,700	2,800	-	-	-	-	1,200	500	800
PLEASURE/RECREATION/HOLIDAY	112,200	67,800	57,800	48,100	6,900	-	-	3,000	15,000	5,300	900
VISITING FRIENDS/RELATIVES	24,900	10,500	11,900	9,400	2,300	1,300	-	-	3,600	200	1,200
OTHER	14,500	12,000	7,500	6,100	500	-	-	1,200	2,400	1,100	-
OTHER EUROPE	399,400	214,800	146,300	87,700	21,300	15,900	1,500	2,700	65,700	19,100	3,700
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	72,000	21,400	15,500	6,400	700	400	400	200	8,800	2,400	2,700
PLEASURE/RECREATION/HOLIDAY	200,100	132,800	86,600	57,500	18,300	10,600	100	800	35,400	11,200	200
VISITING FRIENDS/RELATIVES	102,900	48,500	36,600	19,900	1,500	4,400	1,000	500	17,200	1,800	800
OTHER	24,500	12,000	7,600	4,000	700	500	-	1,200	4,400	3,700	-
MEXICO	139,100	38,700	117,700	112,700	50,300	6,200	-	300	19,300	4,000	2,300
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	12,100	2,900	3,200	2,500	1,000	-	-	-	700	-	1,100
PLEASURE/RECREATION/HOLIDAY	119,600	33,400	110,200	106,400	48,000	4,900	-	300	17,200	3,200	1,100
VISITING FRIENDS/RELATIVES	4,600	1,400	2,400	2,200	500	1,100	-	-	900	400	-
OTHER	2,900	900	1,900	1,500	900	200	-	-	600	500	-
OCEANIA	47,600	34,000	32,900	28,100	13,200	4,600	-	800	12,100	5,600	-
MAIN TRIP REASON:											
BUSINESS/CONVENTION/EMPLOYMENT	7,400	3,800	3,000	1,900	300	200	-	-	1,200	200	-
PLEASURE/RECREATION/HOLIDAY	24,600	20,400	20,300	18,600	9,400	3,700	-	800	5,900	3,400	-
VISITING FRIENDS/RELATIVES	13,600	8,300	9,100	7,100	3,000	500	-	100	4,400	900	-
OTHER	2,100	1,500	500	500	500	300	-	-	500	1,100	-

FOOTNOTES:
1) THIS TABLE USES PERSON-VISITS FOR WEIGHTING
2) THE FOLLOWING SYMBOLS ARE USED
- FIGURES NOT APPLICABLE
0 FIGURES UNDER 50

ONTARIO RESIDENTS

COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP

BY ACTIVITIES - 1994

BASE: OVERNIGHT ONTARIO RESIDENTS COUNTRY VISITS (INCLUDING SIDE TRIPS FROM THE U.S.A.)

TABLE 24

		ACTIVITIES									
COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP	TOTAL	VISIT FRIENDS & REL.	ATTEND FEST. OR FAIR	ATTEND CULT. EVENTS	ATTEND SPORTS EVENTS	GO SHOPPING	GO SIGHT-SEEING	PARTICIP. NIGHTLIFE & ENT.	DINE HIGH * QUAL. REST.	VISIT A THEME PARK	VIS. ZOO, MUSEUM NAT. DIS.
NORTH AFRICA											
MAIN TRIP REASON:	4,000	1,800	500	1,700	500	3,300	3,300	1,600	1,700	0	1,100
BUSINESS/CONVENTION/EMPLOYMENT	700	300	300	-	-	700	700	-	400	-	-
PLEASURE/RECREATION/HOLIDAY	1,800	500	-	700	500	1,200	1,800	1,200	1,200	0	500
VISITING FRIENDS/RELATIVES	800	800	200	400	-	800	600	200	-	-	600
OTHER	600	200	-	600	-	600	200	200	200	-	-
OTHER AFRICA											
MAIN TRIP REASON:	25,000	16,500	6,100	5,100	1,300	19,500	20,200	5,300	9,500	4,300	8,700
BUSINESS/CONVENTION/EMPLOYMENT	11,100	5,500	3,100	600	700	7,000	7,500	2,000	3,500	1,600	1,700
PLEASURE/RECREATION/HOLIDAY	6,800	4,000	2,300	2,900	400	6,000	6,300	1,200	2,100	2,300	3,100
VISITING FRIENDS/RELATIVES	5,500	5,500	200	1,100	-	5,100	5,300	1,600	3,400	-	2,800
OTHER	1,600	1,400	500	500	200	1,300	1,100	500	600	400	1,100
MIDDLE EAST											
MAIN TRIP REASON:	35,000	18,000	5,100	9,400	800	30,200	29,100	15,000	19,200	3,200	21,100
BUSINESS/CONVENTION/EMPLOYMENT	4,900	3,200	700	800	-	3,800	3,800	2,000	4,100	1,000	2,000
PLEASURE/RECREATION/HOLIDAY	19,000	6,000	2,100	5,600	600	18,200	17,000	8,700	9,300	400	13,100
VISITING FRIENDS/RELATIVES	6,200	5,900	700	600	200	3,700	4,300	1,400	2,700	200	2,300
OTHER	4,900	2,900	1,600	2,400	-	4,500	4,700	2,900	3,100	1,600	3,600
ASIA											
MAIN TRIP REASON:	188,300	127,700	35,400	56,400	17,400	156,600	139,900	78,200	119,300	42,300	67,700
BUSINESS/CONVENTION/EMPLOYMENT	71,700	29,600	5,800	16,100	5,500	53,800	49,900	30,300	57,200	11,000	12,700
PLEASURE/RECREATION/HOLIDAY	52,500	38,300	19,500	25,800	8,100	48,500	47,300	31,000	27,400	12,700	35,400
VISITING FRIENDS/RELATIVES	50,600	49,100	6,700	10,500	1,000	44,700	35,300	10,500	25,100	15,200	15,300
OTHER	13,500	10,700	3,400	4,100	2,700	9,600	7,400	6,400	9,500	3,300	4,300
SOUTH AMERICA											
MAIN TRIP REASON:	54,000	18,000	8,000	10,200	4,400	43,100	35,800	27,700	32,400	4,500	14,300
BUSINESS/CONVENTION/EMPLOYMENT	22,100	6,300	3,400	3,400	1,600	15,800	9,800	7,800	17,900	700	4,000
PLEASURE/RECREATION/HOLIDAY	22,200	4,100	2,600	3,700	2,200	19,600	20,100	14,700	11,000	3,600	7,500
VISITING FRIENDS/RELATIVES	5,900	5,300	900	1,600	300	4,800	3,900	3,000	3,000	-	1,600
OTHER	3,800	2,300	900	1,600	300	2,800	2,100	2,200	500	200	1,300
BERMUDA & CARRIBEAN											
MAIN TRIP REASON:	427,500	91,100	42,600	72,700	25,300	342,900	358,600	266,200	236,800	22,700	111,200
BUSINESS/CONVENTION/EMPLOYMENT	31,600	11,400	300	4,000	1,400	21,400	20,400	15,800	25,100	1,200	4,600
PLEASURE/RECREATION/HOLIDAY	350,400	49,400	32,800	58,100	21,600	-	302,700	225,900	190,100	20,300	93,600
VISITING FRIENDS/RELATIVES	24,900	23,400	4,100	4,600	1,700	19,400	19,100	9,600	10,300	900	6,300
OTHER	20,600	6,900	4,800	6,000	700	16,700	16,500	14,900	11,200	300	6,800
OTHER CENTRAL AMERICA											
MAIN TRIP REASON:	37,900	6,400	2,600	5,800	800	26,200	33,200	18,700	19,600	3,500	19,500
BUSINESS/CONVENTION/EMPLOYMENT	2,900	900	0	300	-	1,800	1,800	1,000	1,400	300	400
PLEASURE/RECREATION/HOLIDAY	31,600	2,100	2,100	5,100	400	21,600	29,000	16,400	16,300	3,300	17,100
VISITING FRIENDS/RELATIVES	2,600	2,600	-	200	400	2,000	1,600	400	1,400	-	1,200
OTHER	800	800	500	200	-	800	800	800	600	-	800

FOOTNOTES:

1) THIS TABLE USES PERSON-VISITS FOR WEIGHTING

2) THE FOLLOWING SYMBOLS ARE USED:

- FIGURES NOT APPLICABLE

0 FIGURES UNDER 50

ONTARIO RESIDENTS
COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP
BY ACTIVITIES - 1994

TABLE 25

BASE: OVERNIGHT ONTARIO RESIDENTS COUNTRY VISITS (INCLUDING SIDE TRIPS FROM THE U.S.A.)
TOTAL COUNTRY VISITS INCLUDING SIDE TRIPS FROM THE U.S.A., FROM ONTARIO

COUNTRY VISITS (GROUPED) BY MAIN PURPOSE OF TRIP	ACTIVITIES										
	TOTAL	VISIT NATL., STATE REG. PARK	PARTICIP. SPORT OUT ACTIV.	SWIMMING	OTHER WATER SPORTS	HUNTING OR FISHING	CROSS-COUNTRY SKIING	DOWNHILL SKIING	OTHER SPORTS	OTHER ACTIVITIES	NO ACTIVITY STATED
NORTH AFRICA											
MAIN TRIP REASON:	4,000	2,700	2,500	2,100	700	-	-	-	600	400	-
BUSINESS/CONVENTION/EMPLOYMENT	700	-	400	400	-	-	-	-	-	-	-
PLEASURE/RECREATION/HOLIDAY	1,800	1,800	700	700	700	-	-	-	-	-	-
VISITING FRIENDS/RELATIVES	800	400	800	400	-	-	-	-	400	400	-
OTHER	600	400	600	600	-	-	-	-	200	-	-
OTHER AFRICA											
MAIN TRIP REASON:	25,000	8,000	8,700	7,600	700	400	-	-	3,100	600	1,000
BUSINESS/CONVENTION/EMPLOYMENT	11,100	1,400	700	300	-	-	-	-	500	-	1,090
PLEASURE/RECREATION/HOLIDAY	6,800	2,700	3,100	2,800	200	200	-	-	1,300	400	-
VISITING FRIENDS/RELATIVES	5,500	3,600	3,800	3,600	200	-	-	-	1,200	-	-
OTHER	1,600	300	1,000	1,000	200	200	-	-	-	200	-
MIDDLE EAST											
MAIN TRIP REASON:	35,000	20,300	17,500	15,800	4,400	200	-	-	4,800	600	500
BUSINESS/CONVENTION/EMPLOYMENT	4,900	2,000	1,600	1,000	-	-	-	-	1,000	-	200
PLEASURE/RECREATION/HOLIDAY	19,000	13,000	9,500	8,400	3,000	-	-	-	1,300	400	-
VISITING FRIENDS/RELATIVES	6,200	1,400	3,000	3,000	-	200	-	-	800	-	400
OTHER	4,900	4,000	3,500	3,500	1,400	-	-	-	1,600	200	-
ASIA											
MAIN TRIP REASON:	188,300	79,500	83,500	72,600	22,000	4,600	-	-	26,300	11,700	2,100
BUSINESS/CONVENTION/EMPLOYMENT	71,700	29,800	27,800	21,800	1,900	-	-	-	9,300	4,900	1,200
PLEASURE/RECREATION/HOLIDAY	52,500	29,800	33,500	32,400	18,400	2,700	-	-	11,300	400	-
VISITING FRIENDS/RELATIVES	50,600	16,000	14,600	12,200	1,700	1,300	-	-	3,800	4,200	500
OTHER	13,500	3,900	7,600	6,300	-	600	-	-	1,900	2,300	400
SOUTH AMERICA											
MAIN TRIP REASON:	54,000	16,300	30,900	25,100	9,200	2,000	-	2,100	6,100	4,600	1,900
BUSINESS/CONVENTION/EMPLOYMENT	22,100	3,400	7,800	4,100	200	-	-	2,100	700	2,300	900
PLEASURE/RECREATION/HOLIDAY	22,200	9,000	18,600	17,900	8,600	1,500	-	-	3,900	1,600	700
VISITING FRIENDS/RELATIVES	5,900	2,300	2,500	1,700	200	300	-	-	700	400	-
OTHER	3,800	1,700	2,000	1,400	200	100	-	-	700	300	300
BERMUDA & CARRIBEAN											
MAIN TRIP REASON:	427,500	126,500	382,800	353,000	178,800	15,300	-	300	104,100	28,200	2,500
BUSINESS/CONVENTION/EMPLOYMENT	31,600	5,800	24,100	18,800	8,500	200	-	-	11,700	1,900	500
PLEASURE/RECREATION/HOLIDAY	350,400	110,400	323,000	301,900	154,600	14,500	-	300	83,100	22,600	1,800
VISITING FRIENDS/RELATIVES	24,900	6,900	20,800	19,000	4,100	300	-	-	3,200	200	200
OTHER	20,600	3,400	14,900	13,300	400	300	-	-	6,100	3,400	-
OTHER CENTRAL AMERICA											
MAIN TRIP REASON:	37,900	20,000	30,700	26,600	13,400	4,400	-	-	7,100	2,500	300
BUSINESS/CONVENTION/EMPLOYMENT	2,900	800	1,100	700	200	-	-	-	800	600	300
PLEASURE/RECREATION/HOLIDAY	31,600	16,900	26,800	24,200	12,700	4,100	-	-	5,000	1,900	-
VISITING FRIENDS/RELATIVES	2,600	1,800	2,300	1,200	400	400	-	-	1,100	-	-
OTHER	800	500	500	500	-	-	-	-	200	-	-

FOOTNOTES:

1) THIS TABLE USES PERSON-VISITS FOR WEIGHTING
2) THE FOLLOWING SYMBOLS ARE USED:
   - FIGURES NOT APPLICABLE
   0 FIGURES UNDER 50

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1994

TABLE 26

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS / U.S. STATE VISITS

GROUPED COUNTRY	EXPENDITURE ESTIMATES							
	COUNTRY /U.S. STATE VISITS	SPENDING	AVERAGE SPENDING PER VISIT	FARES PAID	FARES AND SPENDING	PERSON NIGHTS	AVERAGE NIGHTS	AVERAGE SPENDING PER NIGHT
OVERSEAS COUNTRIES/AGGREGATES	37,943,700	6,342,922,600	167.17	2,769,273,800	9,112,196,400	82,777,900	2.18	76.63
UNITED KINGDOM	389,500	399,759,100	1,026.29	161,612,200	561,371,300	5,409,700	13.89	73.90
JAPAN	21,900	33,507,400	1,531.79	12,528,600	46,036,000	327,100	14.95	102.45
GERMANY	138,800	105,138,400	758.10	79,468,200	184,666,600	1,311,000	9.45	80.24
FRANCE	134,800	120,005,600	890.44	25,713,200	145,718,900	1,364,300	10.12	87.96
SOUTHERN EUROPE	185,100	183,640,300	992.10	100,569,300	284,209,600	2,598,600	14.04	70.67
OTHER EUROPE	437,500	305,638,000	667.55	187,005,100	492,643,100	4,342,900	9.49	70.38
MEXICO	169,300	115,107,200	679.95	1,812,800	116,920,000	1,298,000	7.67	88.68
OCEANIA	48,200	76,505,800	1,588.00	32,757,300	109,263,100	1,222,200	25.37	62.60
NORTH ARICA	6,800	3,215,700	473.39	611,300	3,827,000	28,800	4.24	111.62
OTHER AFRICA	23,900	25,941,900	1,003.03	6,507,100	32,448,900	512,900	19.83	50.58
MIDDLE EAST	40,000	45,186,800	1,129.45	7,305,300	52,492,000	541,400	13.53	83.47
ASIA	196,100	232,254,400	1,184.13	98,008,000	330,262,400	3,449,700	17.59	67.33
SOUTH AMERICA	64,900	58,672,200	903.58	14,343,100	73,015,300	899,200	13.85	65.25
BERMUDA & CARIBBEAN	649,100	382,172,800	588.74	13,849,700	396,022,500	3,989,200		95.80
OTHER CENTRAL AMERICA	54,800	33,167,900	604.75	1,328,500	34,496,500	447,300	8.16	74.16
UNITED STATES	35,360,600	4,222,949,100	119.43	640,094,400	4,863,043,500	55,035,600	1.56	76.73
CANADA	-	-	-	1,385,759,600	1,385,759,600	-	-	-

FOOTNOTES:

1) THIS TABLE USES PERSON-VISIT FOR WEIGHTING
2) THE FOLLOWING SYMBOLS ARE USED:
   - FIGURES NOT APPLICABLE
   0 FIGURES BELOW 50

* SPENDING DOES NOT INCLUDE CREWS' SPENDING

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1993

TABLE 27

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS / U.S. STATE VISITS

GROUPED COUNTRY	EXPENDITURE ESTIMATES							
	COUNTRY /U.S. STATE VISITS	SPENDING	AVERAGE SPENDING PER VISIT	FARES PAID	FARES AND SPENDING	PERSON NIGHTS	AVERAGE NIGHTS	AVERAGE SPENDING PER NIGHT
OVERSEAS COUNTRIES/AGGREGATES	44,527,000	6,490,171,000	145.76	2,548,355,000	9,038,526,000	88,099,600	1.98	76.63
UNITED KINGDOM	346,000	338,316,900	977.77	139,345,600	477,662,500	4,978,400	14.39	67.96
JAPAN	29,700	34,483,900	1,159.95	18,323,000	52,806,900	326,300	10.58	105.68
GERMANY	129,900	86,314,700	664.35	92,091,300	178,406,000	1,246,800	9.60	69.23
FRANCE	137,500	126,462,700	919.90	28,768,600	155,231,300	1,319,000	9.59	95.88
SOUTHERN EUROPE	161,500	156,848,900	971.23	84,298,400	241,147,200	2,669,800	16.53	58.75
OTHER EUROPE	417,400	242,269,600	580.46	169,393,300	411,662,900	3,644,600	8.73	66.47
MEXICO	193,000	122,854,900	636.35	5,621,600	128,476,500	1,553,500	8.05	79.08
OCEANIA	50,900	69,643,300	1,368.97	38,457,900	108,101,300	1,107,800	21.77	62.87
NORTH ARICA	8,200	3,966,200	482.89	298,300	4,264,500	75,700	9.22	52.40
OTHER AFRICA	26,600	30,014,800	1,130.20	10,557,300	40,572,100	400,200	15.07	75.00
MIDDLE EAST	49,200	57,364,100	1,165.13	15,714,700	73,078,800	835,200	16.96	68.68
ASIA	173,500	214,581,300	1,237.14	79,417,300	293,998,600	3,045,900	17.56	70.45
SOUTH AMERICA	62,400	43,672,500	699.74	16,156,800	59,829,400	778,000	12.46	56.14
BERMUDA & CARRIBEAN	689,400	343,594,500	498.39	17,749,500	361,344,100	4,053,700	5.88	84.76
OTHER CENTRAL AMERICA	26,200	16,815,000	642.35	1,328,000	18,142,900	198,400	7.58	84.76
UNITED STATES	42,046,400	4,602,967,600	109.53	571,328,900	5,174,296,600	61,866,400	1.47	74.40
CANADA	-	-	-	1,259,504,500	1,259,504,500	-	-	-

FOOTNOTES:

1) THIS TABLE USES PERSON-VISIT FOR WEIGHTING
2) THE FOLLOWING SYMBOLS ARE USED:
   - FIGURES NOT APPLICABLE
   0 FIGURES BELOW 50

* SPENDING DOES NOT INCLUDE CREWS' SPENDING

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1992

TABLE 28

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS / U.S. STATE VISITS

GROUPED COUNTRY	EXPENDITURE ESTIMATES							
	COUNTRY /U.S. STATE VISITS	SPENDING	AVERAGE SPENDING PER VISIT	FARES PAID	FARES AND SPENDING	PERSON NIGHTS	AVERAGE NIGHTS	AVERAGE SPENDING PER NIGHT
OVERSEAS COUNTRIES/AGGREGATES	48,298,800	6,413,915,400	132.80	2,420,126,200	8,834,041,600	88,459,500	1.83	72.51
UNITED KINGDOM	350,200	338,769,200	967.45	113,035,200	451,804,400	5,022,900	14.34	67.44
JAPAN	21,600	34,467,300	1,594.32	10,935,600	45,402,900	292,500	13.53	117.85
GERMANY	139,700	83,107,300	637.37	77,142,900	166,250,200	1,280,300	9.17	69.60
FRANCE	130,800	116,379,600	889.68	20,770,400	137,150,000	1,453,900	11.11	80.05
SOUTHERN EUROPE	157,300	149,747,300	950.60	65,705,900	215,453,200	2,235,000	14.19	67.00
OTHER EUROPE	443,900	255,613,600	575.85	170,229,800	425,843,500	3,811,000	8.59	67.07
MEXICO	205,800	126,278,700	613.57	7,593,500	133,872,100	1,620,600	7.87	77.92
OCEANIA	37,500	58,952,000	1,572.27	23,563,500	82,515,500	964,500	25.72	61.12
NORTH ARICA	5,600	3,544,400	632.88	1,548,500	5,053,000	66,800	11.93	53.06
OTHER AFRICA	17,800	23,659,100	1,329.59	2,869,500	26,528,600	442,300	24.86	53.49
MIDDLE EAST	43,200	39,716,100	918.73	12,714,700	52,430,800	686,700	15.88	57.84
ASIA	146,600	156,555,800	1,067.61	72,005,100	228,560,900	2,341,900	15.97	66.85
SOUTH AMERICA	63,600	45,918,600	722.12	13,513,100	59,431,700	830,100	13.05	55.32
BERMUDA & CARRIBEAN	609,200	303,278,100	497.81	16,465,600	319,743,600	3,349,200	5.50	90.55
OTHER CENTRAL AMERICA	42,600	27,923,200	655.48	1,475,400	29,398,600	395,900	9.29	70.52
UNITED STATES	45,883,100	4,644,005,100	101.21	536,910,100	5,200,915,200	63,665,900	1.39	72.94
CANADA	-	-	-	1,253,647,300	1,253,647,300	-	-	-

FOOTNOTES:

1) THIS TABLE USES PERSON-VISIT FOR WEIGHTING

2) THE FOLLOWING SYMBOLS ARE USED:

- \- FIGURES NOT APPLICABLE
- 0 FIGURES BELOW 50

* SPENDING DOES NOT INCLUDE CREWS' SPENDING

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1991

TABLE 29

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS / U.S. STATE VISITS

GROUPED COUNTRY	EXPENDITURE ESTIMATES							
	COUNTRY /U.S. STATE VISITS	SPENDING	AVERAGE SPENDING PER VISIT	FARES PAID	FARES AND SPENDING	PERSON NIGHTS	AVERAGE NIGHTS	AVERAGE SPENDING PER NIGHT
OVERSEAS COUNTRIES/AGGREGATES	48,581,000	6,254,781,100	128.75	2,267,533,300	8,522,314,400	86,213,400	1.77	72.55
UNITED KINGDOM	346,200	335,693,100	969.77	124,524,100	460,217,200	5,226,900	15.10	64.22
JAPAN	15,500	23,062,500	1,485.14	8,401,100	31,463,600	214,300	13.80	107.64
GERMANY	119,500	75,411,400	630.81	53,023,300	128,434,700	1,143,400	9.56	65.95
FRANCE	115,000	99,891,700	868.56	18,876,000	118,767,700	1,089,800	9.48	91.66
SOUTHERN EUROPE	123,800	104,810,200	846.90	43,759,100	148,569,300	1,801,000	14.55	58.20
OTHER EUROPE	417,300	213,111,700	510.72	157,555,200	370,666,900	3,552,800	8.51	59.98
MEXICO	180,600	116,328,100	644.22	4,792,000	121,120,000	1,427,400	7.90	81.50
OCEANIA	41,700	66,509,600	1,593.98	27,383,300	93,892,800	1,124,400	26.95	59.15
NORTH ARICA	4,300	1,483,500	346.57	640,900	5,053,000	25,700	6.01	57.66
OTHER AFRICA	23,400	27,700,900	1,182.37	7,912,700	600	525,800	22.44	52.69
MIDDLE EAST	17,700	17,577,400	994.48	9,639,900	27,217,200	337,500	19.09	52.09
ASIA	126,600	124,382,800	982.66	69,820,300	194,203,100	1,919,900	15.17	64.79
SOUTH AMERICA	78,300	50,881,100	649.62	14,872,700	65,753,800	753,200	9.62	67.55
BERMUDA & CARIBBEAN	651,600	307,191,500	471.42	27,947,800	335,139,300	3,615,100	5.55	84.97
OTHER CENTRAL AMERICA	33,500	20,363,500	607.40	1,443,900	21,807,400	278,200	8.30	73.19
UNITED STATES	46,286,000	4,670,382,000	100.90	439,658,100	5,170,040,200	63,178,100	1.36	73.92
CANADA	-	-	-	1,197,283,100	1,197,283,100	-	-	-

FOOTNOTES:

1) THIS TABLE USES PERSON-VISIT FOR WEIGHTING

2) THE FOLLOWING SYMBOLS ARE USED:

- \- FIGURES NOT APPLICABLE
- 0 FIGURES BELOW 50

* SPENDING DOES NOT INCLUDE CREWS' SPENDING

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1990

TABLE 30

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS / U.S. STATE VISITS

GROUPED COUNTRY	EXPENDITURE ESTIMATES							
	COUNTRY /U.S. STATE VISITS	SPENDING	AVERAGE SPENDING PER VISIT	FARES PAID	FARES AND SPENDING	PERSON NIGHTS	AVERAGE NIGHTS	AVERAGE SPENDING PER NIGHT
OVERSEAS COUNTRIES/AGGREGATES	43,599,700	5,766,152,600	132.25	2,420,777,300	8,186,929,900	86,254,900	1.98	66.85
UNITED KINGDOM	411,300	364,259,500	885.58	125,216,100	489,475,500	5,889,000	14.32	61.85
JAPAN	23,100	36,174,900	1,563.85	8,426,900	44,601,800	343,400	14.85	105.33
GERMANY	194,400	125,999,600	648.04	63,842,900	189,842,500	1,830,900	9.42	68.82
FRANCE	169,200	124,933,400	738.31	19,325,000	144,258,400	1,562,600	9.23	79.95
SOUTHERN EUROPE	216,100	168,100,700	777.77	62,857,800	230,958,500	3,031,100	14.02	55.46
OTHER EUROPE	596,000	292,300,800	490.41	198,665,200	430,966,100	4,628,600	7.77	63.15
MEXICO	193,200	131,808,800	682.21	1,835,900	133,644,700	1,781,100	9.22	74.00
OCEANIA	47,200	69,983,900	1,483.63	23,507,100	93,491,000	1,299,200	27.54	53.87
NORTH ARICA	10,000	4,581,000	456.54	739,100	5,320,100	69,000	6.88	66.41
OTHER AFRICA	28,400	35,134,900	1,238.08	6,199,200	41,334,100	563,900	19.87	62.31
MIDDLE EAST	35,000	28,527,900	816.05	7,739,200	36,267,100	446,400	12.77	63.90
ASIA	124,400	130,803,100	1,051.61	47,258,500	178,061,600	1,939,700	15.59	67.44
SOUTH AMERICA	92,300	49,259,400	681.49	17,424,300	66,683,800	845,400	11.70	58.27
BERMUDA & CARIBBEAN	606,700	294,665,100	485.69	18,946,000	313,611,100	3,329,600	5.49	88.50
OTHER CENTRAL AMERICA	27,700	20,641,300	746.35	1,716,800	22,358,200	337,800	12.21	61.10
UNITED STATES	40,844,600	1,888,578,500	95.21	455,630,500	4,344,608,900	58,357,200	1.43	61.64
CANADA	-	-	-	1,361,446,800	13,614,446,800	-	-	-

FOOTNOTES:

1) THIS TABLE USES PERSON-VISIT FOR WEIGHTING

2) THE FOLLOWING SYMBOLS ARE USED:

- \- FIGURES NOT APPLICABLE
- 0 FIGURES BELOW 50

* SPENDING DOES NOT INCLUDE CREWS' SPENDING

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1989

TABLE 31

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS / U.S. STATE VISITS

GROUPED COUNTRY	COUNTRY/ VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	390,049	2,847,272,632	91,180,000	375,452,632	5,347,613	13.71	728.81	53.16
02 JAPAN	18,845	19,766,017	6,928,464	26,694,481	153,743	8.16	1,048.87	128.57
03 GERMANY	155,859	85,584,208	51,381,450	136,965,658	1,415,822	9.08	549.11	60.45
04 FRANCE	126,441	82,553,223	9,920,210	92,473,433	1,178,554	9.32	652.90	70.05
05 SOUTH EUROPE	186,128	130,757,165	55,651,718	186,408,883	2,431,014	13.06	702.51	53.79
06 OTHER EUROPE	513,860	231,958,756	172,965,577	404,924,333	4,166,998	8.11	451.40	55.67
07 MEXICO	208,298	110,853,475	967,242	111,820,717	1,822,602	8.75	532.19	60.82
08 OCEANIA	51,948	63,404,249	25,661,454	89,065,703	1,185,522	22.82	1,220.53	53.48
09 NORTH AFRICA	7,526	3,517,913	1,156,704	4,674,617	57,616	7.66	467.43	61.06
10 OTHER AFRICA	24,363	25,500,785	4,147,312	29,648,097	396,625	16.28	1,046.70	64.29
11 MIDDLE EAST	46,452	31,454,266	10,581,974	42,036,240	508,230	10.94	677.13	61.89
12 ASIA	126,513	109,189,844	49,686,824	158,876,668	2,013,526	15.92	863.07	54.23
13 SOUTH AMERICA	87,964	55,059,816	11,113,284	66,173,100	917,477	10.43	625.94	60.01
14 BERMUDA & CARIBBEAN.	543,446	244,727,535	26,984,203	271,711,738	3,657,603	6.73	450.33	66.91
15 OTHER CENTRAL	16,541	5,993,688	889,667	6,883,355	132,515	8.01	362.35	45.23
16 UNITED STATES	34,529,448	2,941,114,487	424,766,697	3,365,881,184	54,698,395	1.58	85.18	53.77
17 CANADA			1,252,605,267	1,252,605,267				
OVERSEAS COUNTRIES/AGGREGATES	37,033,682	4,425,708,058	2,196,588,047	6,622,296,105	80,083,855	2.16	119.50	55.26

TABLE 32

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1988

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS / U.S. STATE VISITS

GROUPED COUNTRY	COUNTRY VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	416,165	326,150,757	96,666,564	422,817,321	6,199,947	14.90	783.71	52.61
02 JAPAN	19,393	23,150,008	6,897,597	30,047,605	214,092	11.04	1,193.73	108.13
03 GERMANY	150,516	81,097,088	31,295,506	112,392,594	1,364,219	9.06	538.79	59.45
04 FRANCE	122,241	82,399,074	12,659,074	95,058,148	1,129,156	9.24	3,674.07	72.97
05 SOUTH EUROPE	201,452	146,792,452	71,539,380	218,831,832	32,749,134	13.65	728.67	53.40
06 OTHER EUROPE	457,186	196,252,086	150,003,736	346,255,822	3,779,615	8.27	429.96	51.92
07 MEXICO	153,162	82,294,376	5,012,758	87,307,134	1,392,151	9.09	537.30	59.11
08 OCEANIA	66,885	79,159,607	37,734,809	116,894,416	1,185,522	21.05	1,183.52	56.24
09 NORTH ARICA	7,081	22,002,787	617,863	2,820,650	47,669	6.73	311.08	46.21
10 OTHER AFRICA	22,329	21,621,275	2,914,047	24,535,322	454,621	20.36	968.30	47.56
11 MIDDLE EAST	43,862	26,806,977	6,305,684	33,112,661	478,890	10.92	6,141.17	55.98
12 ASIA	114,865	102,711,732	41,385,671	144,097,403	1,747,921	15.22	894.20	58.76
13 SOUTH AMERICA	80,683	44,016,844	14,803,316	58,820,160	710,006	8.80	545.55	62.00
14 BERMUDA & CARIBBEAN	589,367	246,859,496	26,910,498	273,769,994	3,536,976	6.00	418.86	69.79
15 OTHER CENTRAL	14,490	4,743,111	655,588	5,398,699	86,879	6.00	327.34	54.59
16 UNITED STATES	28,686,124	2,310,471,232	393,398,873	2,703,870,105	45,992,681	1.60	80.54	50.31
17 CANADA			1,154,411,691	1,154,411,691				
OVERSEAS COUNTRIES/AGGREGATES	31,145,802	3,776,728,904	2,053,212,656	5,829,941,560	71,221,588	2.29	121.26	53.03

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1987

TABLE 33

BASE: TOTAL ONTARIO RESIDENTS COUNTRY VISITS / U.S. STATE VISITS

GROUPED COUNTRY	COUNTRY U.S./STATE VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	329,284	266,159,033	100,571,573	366,730,606	5,509,821	16.24	784.47	48.31
02 JAPAN	21,218	21,713,467	9,297,886	31,011,353	180,468	8.51	1,023.35	120.32
03 GERMANY	103,126	55,028,585	25,180,521	80,209,106	916,046	8.88	533.61	60.07
04 FRANCE	105,098	74,470,982	10,963,432	85,434,414	1,166,710	11.10	708.64	63.83
05 SOUTH EUROPE	165,137	118,385,712	61,949,978	180,335,690	2,407,927	14.58	716.89	49.16
06 OTHER EUROPE	379,035	155,568,429	112,284,346	267,872,775	3,033,784	8.00	410.49	51.29
07 MEXICO	169,403	88,988,300	5,285,690	94,273,990	1,471,687	8.69	525.31	60.47
08 OCEANIA	68,895	78,449,166	36,705,157	115,154,323	1,519,593	22.06	1,138.68	51.63
09 NORTH AFRICA	9,621	2,315,977	552,433	2,868,410	42,864	4.46	240.72	54.03
10 OTHER AFRICA	19,197	16,695,112	3,202,531	19,897,643	354,469	18.46	869.67	47.10
11 MIDDLE EAST	29,268	16,359,785	7,363,679	23,723,464	422,360	14.43	558.96	38.73
12 ASIA	125,696	99,844,082	37,005,159	136,849,241	1,897,731	869.67	794.33	52.61
13 SOUTH AMERICA	123,720	70,161,554	20,047,838	90,209,392	1,281,884	10.36	567.10	54.73
14 BERMUDA & CARIBBEAN	589,162	243,627,127	29,170,276	272,797,403	3,635,501	6.17	413.51	67.01
15 OTHER CENTRAL	13,136	4,875,076	1,163,858	6,038,934	99,725	7.59	371.12	48.89
16 UNITED STATES	24,682,772	1,920,865,444	406,994,113	2,327,859,557	40,016,321	1.62	77.82	48.00
17 CANADA			1,013,694,904	1,013,694,904				
OVERSEAS COUNTRIES/AGGREGATES	26,943,760	3,233,527,831	1,881,433,376	5,114,961,207	63,956,889	2.37	120.01	50.56

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1986

TABLE 34

GROUPED COUNTRY	COUNTRY/ U.S. STATE VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	321,467	215,058,056	87,212,301	302,270,357	5,102,633	15.87	668.99	42.15
02 JAPAN	16,876	14,233,977	7,361,927	21,595,904	167,927	9.95	843.44	84.76
03 GERMANY	130,174	54,570,573	25,917,891	80,488,464	1,259,850	9.68	419.21	43.32
04 FRANCE	120,955	79,043,311	16,663,971	95,707,282	1,230,354	10.17	653.49	64.24
05 SOUTH EUROPE	164,781	114,987,984	47,152,514	157,140,498	2,624,246	15.93	697.82	43.82
06 OTHER EUROPE	428,942	162,700,083	110,223,713	272,923,796	3,576,238	8.34	379.31	45.49
07 MEXICO	105,485	53,448,597	3,067,994	56,516,591	886,819	8.41	506.69	60.27
08 OCEANIA	52,869	46,734,875	24,077,684	70,812,559	929,545	17.58	883.98	50.28
09 NORTH AFRICA	12,672	2,624,214	1,417,735	4,041,949	109,496	8.64	207.09	23.97
10 OTHER AFRICA	13,388	15,503,048	2,694,076	118,197,124	334,196	24.96	1,157.98	46.39
11 MIDDLE EAST	23,051	21,326,046	9,314,867	30,640,913	305,450	13.25	925.17	69.82
12 ASIA	107,231	82,346,894	29,420,145	111,767,039	1,738,536	16.21	767.94	47.37
13 SOUTH AMERICA	86,868	47,697,899	15,487,796	63,185,686	920,078	10.59	549.08	51.84
14 BERMUDA & CARIBBEAN	461,050	2,000,361,068	24,306,427	224,667,495	3,045,926	6.61	434.58	65.78
15 OTHER CENTRAL	13,610	3,342,916	1,868,012	5,210,928	66,336	4.87	245.62	50.39
16 UNITED STATES	22,590,219	1,671,544,437	338,597,335	2,010,141,772	36,717,342	1.63	73.99	45.52
17 CANADA			868,197,498	868,197,498				
OVERSEAS COUNTRIES/AGGREGATES	24,649,639	2,785,523,970	1,607,981,886	4,393,505,856	59,014,971	2.39	113.00	47.20

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1985

TABLE 35

GROUPED COUNTRY	COUNTRY/ U.S. STATE VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	360,849	246,207,501	95,698,594	341,906,095	6,006,363	16.65	682.30	40.99
02 JAPAN	17,245	19,462,061	5,432,039	24,894,100	209,534	12.15	1,128.56	92.88
03 GERMANY	137,136	49,540,641	28,973,634	78,514,275	1,351,067	9.85	361.25	36.67
04 FRANCE	129,462	65,253,136	172,256,842	82,509,978	1,194,085	9.22	504.03	54.65
05 SOUTH EUROPE	189,691	115,233,231	51,353,981	166,587,212	2,753,036	14.51	607.48	41.86
06 OTHER EUROPE	419,012	129,691,913	85,346,349	215,038,262	3,060,936	7.31	309.52	42.37
07 MEXICO	104,649	50,283,482	2,510,389	52,793,871	946,294	9.04	480.50	53.14
08 OCEANIA	38,321	30,975,420	16,368,342	47,343,762	792,784	20.69	808.31	39.07
09 NORTH AFRICA	9,800	4,040,586	1,025,932	5,066,518	61,039	6.23	412.30	66.20
10 OTHER AFRICA	16,852	13,769,389	4,063,492	17,832,881	304,125	18.05	817.08	45.28
11 MIDDLE EAST	34,271	20,218,606	7,725,142	27,943,748	469,907	13.71	589.96	43.03
12 ASIA	77,550	57,223,865	26,099,231	83,323,096	1,252,746	16.15	737.90	45.68
13 SOUTH AMERICA	64,033	31,785,130	13,982,314	45,767,444	572,066	8.93	496.39	55.56
14 BERMUDA & CARIBBEAN	460,494	184,460,195	25,845,888	210,306,083	3,037,072	6.60	400.57	60.74
15 OTHER CENTRAL	11,447	3,947,909	1,068,402	5,016,311	98,744	8.63	344.89	39.98
16 UNITED STATES	22,042,028	1,545,415,277	302,458,808	1,847,874,085	35,390,819	1.61	70.11	43.67
17 CANADA			878,273,968	878,273,968				
OVERSEAS COUNTRIES/AGGREGATES	24,112,841	2,567,508,344	1,563,483,346	4,130,991,690	57,500,617	2.38	106.48	44.65

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1984

TABLE 36

GROUPED COUNTRY	COUNTRY/US STATE VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	327,298	199,268,279	79,188,751	278,457,030	5,697,539	17.41	608.83	34.97
02 JAPAN	12,406	9,452,534	5,298,410	14,750,944	164,612	13.27	761.93	57.42
03 GERMANY	124,647	45,180,889	28,769,042	73,949,931	1,175,781	9.43	362.47	38.43
04 FRANCE	122,669	56,976,720	18,556,688	75,533,408	1,060,246	8.64	464.48	53.74
05 SOUTH EUROPE	147,835	81,491,750	30,338,872	111,830,622	2,076,875	14.05	551.23	39.24
06 OTHER EUROPE	377,538	113,023,168	74,920,416	187,943,584	2,846,373	7.54	299.37	39.71
07 MEXICO	121,440	59,191,319	3,321,081	62,512,400	1,127,943	9.29	487.41	52.48
08 OCEANIA	39,113	33,572,725	16,769,488	50,342,213	647,341	16.55	858.35	51.86
09 NORTH AFRICA	7,991	3,884,432	1,913,340	5,797,772	54,400	6.81	486.10	71.41
10 OTHER AFRICA	14,656	9,599,044	7,108,383	16,707,427	416,914	28.45	654.96	23.02
11 MIDDLE EAST	26,528	18,112,800	4,328,574	22,441,374	386,727	14.58	682.78	46.84
12 ASIA	74,087	52,169,629	29,987,653	82,157,282	1,284,860	17.34	704.17	40.60
13 SOUTH AMERICA	27,668	15,646,172	7,768,044	23,414,216	450,156	16.27	565.50	34.76
14 BERMUDA & CARIBBEAN	305,327	133,508,307	21,048,434	154,556,741	2,289,204	7.50	437.26	58.32
15 OTHER CENTRAL	6,932	2,680,211	12,881,632	15,561,843	57,206	8.25	386.64	46.85
16 UNITED STATES	22,663,392	1,466,933,497	308,762,061	1,775,695,558	37,822,888	1.67	64.73	38.78
17 CANADA			732,527,659	732,527,659				
OVERSEAS COUNTRIES/AGGREGATES	24,399,529	2,300,691,478	1,383,488,531	3,684,180,009	57,559,066	2.36	94.29	39.97

TABLE 37

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1983

GROUPED COUNTRY	COUNTRY/U.S. STATE VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	270,663	161,196,670	72,571,639	233,768,309	4,583,982	16.94	595.56	35.17
02 JAPAN	13,961	13,039,482	5,931,930	18,971,412	147,191	10.54	933.99	88.59
03 GERMANY	99,473	36,740,857	23,354,324	60,095,181	1,072,679	10.78	369.36	34.25
04 FRANCE	103,334	50,586,841	15,793,762	66,380,603	1,202,493	11.64	489.55	42.07
05 SOUTH EUROPE	116,556	61,622,748	27,139,487	88,762,235	1,780,937	15.28	528.70	34.60
06 OTHER EUROPE	317,169	99,805,068	73,569,306	173,374,374	2,637,699	8.32	314.67	37.84
07 MEXICO	145,494	64,745,420	2,835,682	67,581,102	1,199,994	8.25	445.00	53.95
08 OCEANIA	26,433	25,145,815	11,472,386	36,618,201	764,199	28.91	951.30	32.90
09 NORTH AFRICA	4,387	1,872,898	326,393	2,199,291	19,433	4.43	426.92	96.38
10 OTHER AFRICA	12,395	9,255,072	4,939,842	14,194,914	271,196	21.88	746.68	34.13
11 MIDDLE EAST	25,350	14,387,120	2,781,405	17,168,525	370,444	14.61	567.54	38.84
12 ASIA	57,625	42,330,964	20,632,131	62,963,095	1,130,423	19.62	734.59	37.45
13 SOUTH AMERICA	17,444	7,072,980	4,001,629	11,074,609	288,454	16.54	405.47	24.52
14 BERMUDA & CARIBBEAN	280,955	130,412,409	17,021,993	147,434,402	2,430,939	8.65	464.18	53.65
15 OTHER CENTRAL	8,106	2,853,154	11,297,855	14,151,009	63,048	7.78	351.98	45.25
16 UNITED STATES	22,645,525	1,358,807,024	266,092,388	1,624,899,412	36,143,224	1.60	60.00	37.60
17 CANADA			623,274,329	623,274,329				
OVERSEAS COUNTRIES/AGGREGATES	24,144,870	2,079,874,523	1,183,036,482	3,262,911,005	54,106,336	2.24	86.14	38.44

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1982

TABLE 38

GROUPED COUNTRY	COUNTRY/U.S. STATE VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	216,399	125,690,954	51,124,543	176,815,497	3,833,993	17.72	580.83	32.78
02 JAPAN	12,034	10,195,424	7,994,522	18,189,946	117,687	9.78	847.22	86.63
03 GERMANY	93,724	33,230,102	21,352,877	54,582,979	1,158,316	12.36	354.55	28.69
04 FRANCE	81,014	34,699,285	10,702,558	45,401,843	730,591	9.02	428.31	47.49
05 SOUTH EUROPE	98,692	52,149,464	22,980,417	75,129,881	1,603,040	16.24	528.41	32.53
06 OTHER EUROPE	280,300	79,220,076	60,279,030	139,499,106	2,062,121	7.36	282.63	38.42
07 MEXICO	65,363	25,640,311	790,434	26,430,745	473,030	7.24	392.28	54.20
08 OCEANIA	21,923	18,988,977	9,924,511	28,913,488	542,027	24.72	866.17	35.03
09 NORTH AFRICA	4,538	2,373,871	1,589,533	3,963,404	42,106	9.28	523.11	56.38
10 OTHER AFRICA	11,942	7,324,903	5,089,012	12,413,915	232,164	19.44	613.37	31.55
11 MIDDLE EAST	16,408	11,061,628	3,745,381	14,807,009	303,998	18.53	674.16	36.39
12 ASIA	46,605	24,831,843	13,411,478	38,243,321	739,279	15.86	532.81	33.59
13 SOUTH AMERICA	24,766	10,005,287	5,160,134	15,165,421	233,511	9.43	403.99	42.85
14 BERMUDA & CARIBBEAN	348,991	145,144,312	17,503,551	162,647,863	2,583,563	7.40	415.90	56.18
15 OTHER CENTRAL	6,213	1,994,676	11,341,096	13,335,772	69,485	11.18	321.05	28.71
16 UNITED STATES	19,827,811	1,115,323,854	245,435,509	1,360,759,363	31,219,304	1.57	56.25	35.73
17 CANADA			581,955,883	581,955,883				
OVERSEAS COUNTRIES/AGGREGATES	21,156,723	1,697,874,967	1,070,380,469	2,768,255,436	45,944,215	2.17	80.25	36.96

TABLE 39

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1981

GROUPED COUNTRY	COUNTRY/U.S. STATE VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	217,849	122,424,430	82,345,233	204,769,663	3,879,687	17.81	561.97	31.56
02 JAPAN	8,086	6,614,672	5,045,515	11,660,187	96,048	11.88	818.04	68.87
03 GERMANY	79,278	28,563,708	20,987,885	49,551,593	937,193	11.82	360.30	30.48
04 FRANCE	69,644	31,452,643	10,275,354	41,727,997	698,903	10.04	451.62	45.00
05 SOUTH EUROPE	93,380	46,091,238	25,587,225	71,678,463	1,496,536	16.03	493.59	30.80
06 OTHER EUROPE	233,351	66,705,816	48,635,925	115,341,741	2,060,476	8.83	285.86	32.37
07 MEXICO	51,998	22,027,971	1,204,483	23,232,454	393,840	7.57	423.63	55.93
08 OCEANIA	27,479	20,853,290	10,642,092	31,495,382	593,651	21.60	758.88	35.13
09 NORTH AFRICA	4,347	1,744,783	1,287,980	3,032,763	29,453	6.78	401.38	59.24
10 OTHER AFRICA	12,389	8,935,517	4,099,526	13,035,043	269,617	21.76	721.25	33.14
11 MIDDLE EAST	20,307	9,511,955	2,070,767	11,582,722	244,785	12.05	468.41	38.86
12 ASIA	52,904	29,310,345	13,212,234	42,522,579	854,905	16.16	554.03	34.28
13 SOUTH AMERICA	28,619	13,464,020	6,454,593	19,918,613	329,373	11.51	470.46	40.88
14 BERMUDA & CARIBBEAN	354,610	135,125,105	15,530,554	150,655,659	2,462,563	6.94	381.05	54.87
15 OTHER CENTRAL	6,384	1,599,704	12,055,810	13,655,514	45,060	7.06	250.58	35.50
16 UNITED STATES	220,038,882	1,071,968,533	237,470,204	1,309,438,737	31,329,308	1.56	53.49	34.22
17 CANADA			507,202,544	507,202,544				
OVERSEAS COUNTRIES/AGGREGATES	21,299,508	1,616,393,731	1,004,107,922	2,620,501,653	45,721,398	2.15	75.89	35.35

TABLE 40

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1980

GROUPED COUNTRY	COUNTRY/U.S. STATE VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	254,087	145,375,371	80,122,329	223,497,700	4,460,167	17.55	564.28	32.15
02 JAPAN	8,503	6,897,614	5,665,870	12,563,484	62,821	7.39	811.20	109.80
03 GERMANY	90,265	34,312,316	15,533,345	49,845,661	971,373	10.76	380.13	35.32
04 FRANCE	70,322	30,842,142	11,411,820	42,253,962	672,421	9.56	438.58	45.87
05 SOUTH EUROPE	91,061	44,286,574	17,961,895	62,248,469	1,133,429	14.64	486.34	33.21
06 OTHER EUROPE	270,523	75,827,672	46,023,154	121,850,826	2,201,833	8.14	280.30	34.44
07 MEXICO	71,596	26,398,849	867,200	27,266,049	620,989	8.67	368.72	42.51
08 OCEANIA	22,986	18,483,276	9,773,285	28,256,561	681,561	29.65	804.11	27.12
09 NORTH AFRICA	3,876	1,537,144	1,186,776	21,723,920	27,940	7.21	396.58	55.02
10 OTHER AFRICA	16,407	11,940,611	6,099,399	18,040,010	304,620	18.57	727.78	39.20
11 MIDDLE EAST	20,126	10,854,016	2,700,338	13,554,354	424,874	21.11	539.30	25.55
12 ASIA	45,216	24,841,292	9,083,776	33,925,068	671,524	4.85	549.39	36.99
13 SOUTH AMERICA	25,699	10,436,061	6,530,082	135,162,005	320,946	12.49	406.09	32.52
14 BERMUDA & CARIBBEAN	339,045	121,817,157	13,344,848	16,966,143	2,737,627	8.07	359.29	44.50
15 OTHER CENTRAL	12,874	2,371,752	7,335,824	9,707,576	78,102	6.07	184.23	30.37
16 UNITED STATES	20,933,561	983,780,741	211,336,693	1,195,117,434	33,831,720	1.62	47.00	29.08
17 CANADA			466,480,240	466,480,240				
OVERSEAS COUNTRIES / AGGREGATES	22,276,148	1,548,002,589	911,456,872	2,459,459,461	49,401,949	2.22	69.49	31.33

TABLE 41

ONTARIANS COUNTRY/U.S. STATE VISITS AND SPENDING, 1979

GROUPED COUNTRY	COUNTRY/U.S. STATE VISITS	SPENDING LESS FARES	TRANSPORT FARES	TOTAL SPENDING	PERSON NIGHTS	AVE. NIGHTS	AVE. $ LESS FARES	AVE. $ PER NIGHT
01 U.K.	310,654	153,963,119	59,882,948	213,846,067	5,610,727	18.06	495.61	27.44
02 JAPAN	10,529	6,365,608	5,522,460	11,888,068	122,224	11.61	604.58	52.08
03 GERMANY	82,304	22,953,102	13,785,483	36,738,585	999,524	12.14	278.88	22.96
04 FRANCE	71,910	24,962,379	7,831,302	32,793,681	712,885	9.91	347.13	35.02
05 SOUTH EUROPE	99,507	41,487,487	15,847,000	57,334,487	1,573,973	15.82	416.93	26.36
06 OTHER EUROPE	264,580	65,478,423	36,016,558	101,494,981	2,283,717	8.63	247.48	28.68
07 MEXICO	71,793	24,906,034	658,516	25,564,550	646,214	9.00	346.91	38.54
08 OCEANIA	16,538	11,392,779	6,406,883	17,799,662	352,503	21.31	688.88	32.32
09 NORTH AFRICA	8,114	2,122,335	1,054,095	3,176,430	43,662	5.38	261.56	48.61
10 OTHER AFRICA	12,448	7,021,287	5,043,581	12,064,868	296,398	23.81	564.05	23.69
11 MIDDLE EAST	18,582	7,654,558	1,344,035	8,998,593	316,561	17.04	411.93	24.18
12 ASIA	48,166	24,842,915	6,355,467	31,198,382	757,923	15.74	515.78	32.78
13 SOUTH AMERICA	44,527	12,949,232	5,232,050	18,181,282	372,114	8.36	290.82	34.80
14 BERMUDA & CARIBBEAN	413,412	118,428,889	12,325,278	130,754,167	2,752,670	6.66	286.47	43.02
15 OTHER CENTRAL	9,486	1,821,649	6,766,223	8,587,872	61,894	6.52	192.04	29.43
16 UNITED STATES	20,265,843	886,740,816	179,693,109	1,066,433,925	32,618,439	1.61	43.76	27.19
17 CANADA			402,078,365	402,078,365				
OVERSEAS COUNTRIES/AGGREGATES	21,748,394	1,413,090,612	765,843,353	2,178,933,965	49,520,828	2.28	64.97	28.54

ONTARIO'S RECEIPTS AND PAYMENTS ON TRAVEL ACCOUNT
1977 - 1996
(MILLIONS OF CURRENT $)

	RECEIPTS			PAYMENTS		
YEAR	U.S.	Other Countries	Total	U.S.	Other Countries	Total
1977	786	263	1,049	973	657	1,630
1978	852	339	1,191	1,122	733	1,855
1979	920	444	1,364	1,073	712	1,785
1980	1,027	535	1,562	1,203	800	2,003
1981	1,164	559	1,723	1,318	806	2,124
1982	1,131	584	1,715	1,369	828	2,197
1983	1,281	509	1,790	1,635	1,018	2,653
1984	1,453	544	1,997	1,787	1,178	2,965
1985	1,637	573	2,210	1,862	1,408	3,270
1986	1,844	758	2,602	2,025	1,518	3,543
1987	1,948	949	2,897	2,344	1,778	4,122
1988	1,836	1,113	2,949	2,722	1,976	4,698
1989	1,831	1,246	3,077	3,388	2,009	5,397
1990	2,119	1,407	3,526	4,374	2,485	6,859
1991	2,171	1,217	3,388	5,205	2,159	7,364
1992	2,173	1,303	3,476	5,240	2,384	7,624
1993	2,388	1,344	3,732	5,221	2,609	7,830
1994	2,843	1,612	4,455	4,912	2,868	7,780
1995	3,070	1,781	4,851	4,922	3,083	8,005
1996	3,406	2,085	5,491	5,144	3,057	8,201

	BALANCE		
YEAR	U.S.	Other Countries	Total
1977	(187)	(394)	(581)
1978	(270)	(394)	(664)
1979	(153)	(268)	(421)
1980	(176)	(265)	(441)
1981	(154)	(247)	(401)
1982	(238)	(244)	(482)
1983	(354)	(509)	(863)
1984	(334)	(634)	(968)
1985	(225)	(835)	(1,060)
1986	(181)	(760)	(941)
1987	(396)	(829)	(1,225)
1988	(886)	(863)	(1,749)
1989	(1,557)	(763)	(2,320)
1990	(2,255)	(1,078)	(3,333)
1991	(3,034)	(942)	(3,976)
1992	(3,067)	(1,081)	(4,148)
1993	(2,833)	(1,265)	(4,098)
1994	(2,069)	(1,256)	(3,325)
1995	(1,852)	(1,302)	(3,154)
1996	(1,738)	(972)	(2,710)

Note Receipts and payments include public transportation fares, and crews' expenditures